THIS ISSUE: SUMMER BUSINESS SURVEY

BROADCASTING

Broadcast Advertising

Vol. 12 • No. 7

WASHINGTON, D. C.
APRIL 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
APR -3 1937
LIBRARY

Merely a matter of **RATES**

For weeks our little Miss Tuttle has been studying sponsors. Professionally, not just on account of spring. She notes with a certain degree of glee, new faces passing her office alight with a consistent determination to put pen to contract and spend. Being a statistician, little Miss Tuttle has searched for a *cause.* The cause, she reports, is a matter of rates. WOR's rates, that is . . . *the lowest for any 50,000 kw. in the largest market on earth.* "Why, $200 for one-quarter hour daytime," she says. "Goodness, gracious . . . no wonder they buy!" And of course there's a whole half-hour daytime for only $300. While one-hour evening sells for $925. We might add for the benefit of Miss Tuttle and those people who have read this far, that these same rates buy listeners whose per-capita spendable money income amounts to $£12 compared with $513 for the U. S. in an area which contains 17% of the nation's total radio homes. And, as if this weren't enough, 1,750,000 of these people we sell sat down and wrote us letters last year. It's *all* yours.

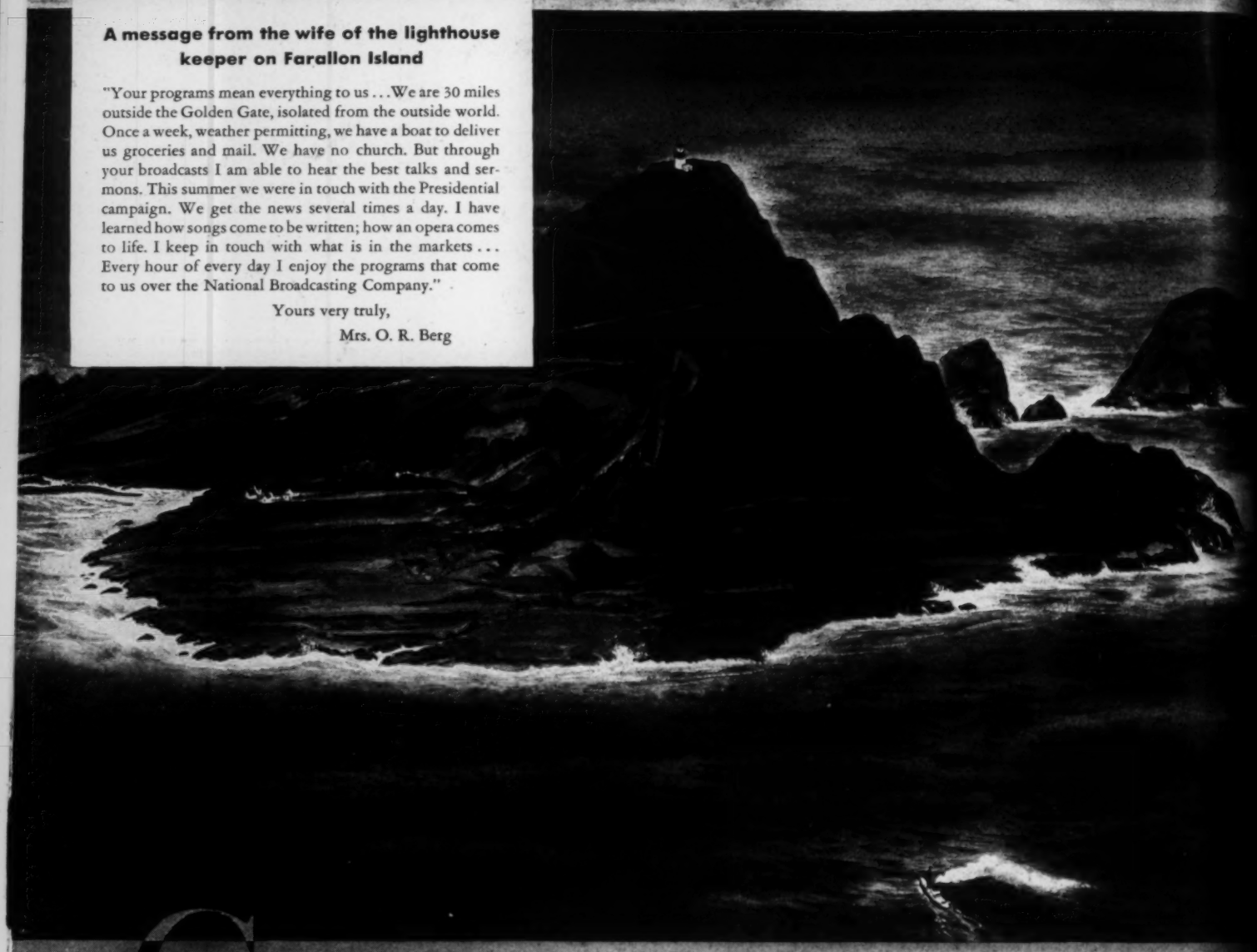
WOR

A message from the wife of the lighthouse keeper on Farallon Island

"Your programs mean everything to us . . . We are 30 miles outside the Golden Gate, isolated from the outside world. Once a week, weather permitting, we have a boat to deliver us groceries and mail. We have no church. But through your broadcasts I am able to hear the best talks and sermons. This summer we were in touch with the Presidential campaign. We get the news several times a day. I have learned how songs come to be written; how an opera comes to life. I keep in touch with what is in the markets . . . Every hour of every day I enjoy the programs that come to us over the National Broadcasting Company."

Yours very truly,

Mrs. O. R. Berg



Groceries once a week ...*weather permitting*

NBC PROGRAMS EVERY HOUR OF EVERY DAY

THOUGH Farallon Island can get groceries and mail only once a week, weather permitting, it is as close to the world's front door as New York. For NBC reaches every corner, every outpost of the nation. NBC programs influence people's lives wherever there are people.

One hundred and seventeen stations linked by 19,000 miles of wire lines and RCA short wave facilities serve great cities and the most remote points in America. A thousand hours of programs a month present entertainment and information to more than 24,000,000 radio homes. The National Broadcasting Company's networks and programs are dedicated to "the public interest, convenience and necessity."

RCA presents the "Magic Key of RCA" every Sunday 2 to 3 P. M., E. S. T. on the NBC Blue Network.

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

SHOT GUN COVERAGE with RIFLE ACCURACY

WHEN we say shotgun coverage, we are not discussing the ballistics of the gun expert. We refer to the broad, irregular pattern of your principal markets on the New England sales map.

You need the scattered effect. But, at the same time, you want your shot to hit every market without a miss. You want rifle accuracy.

Network selling in New England is the only way to obtain the broad coverage that includes every important mass market, plus the accurate and worthwhile direct local impact for maximum sales effect in every market.

The Yankee Network is the largest combination of strong, popular stations in New England. Each station is a powerful sales factor within its service area, with a large and loyal audience for Yankee Network features. The combination is sure fire, all-over coverage with the strongest possible sales influence in New England's richest retail areas.

THE YANKEE NETWORK

reaches more than 85% of the New England market within its primary listening area.

13 STATIONS

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WLLH	Lowell
WLNH	Laconia
WRDO	Augusta

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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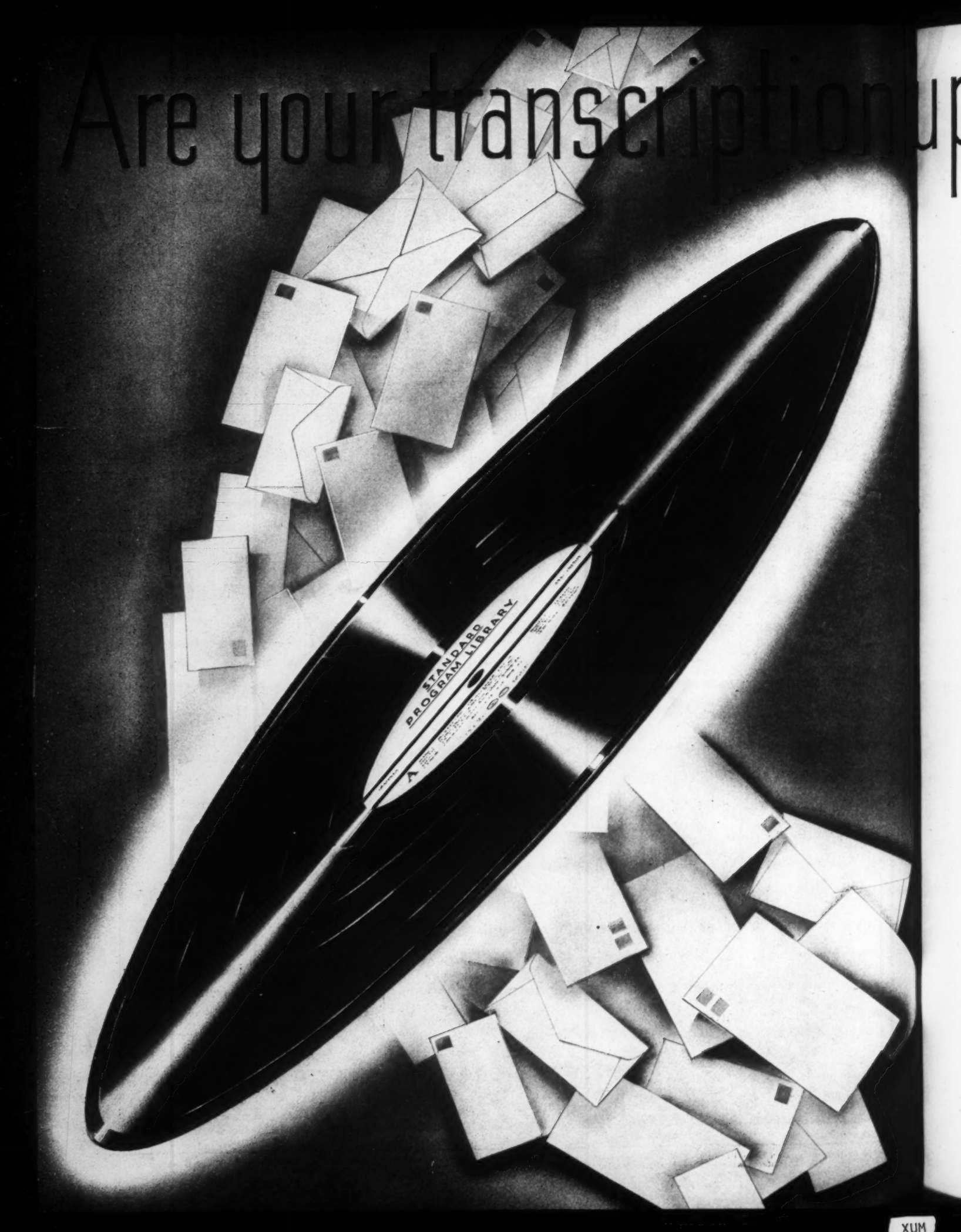

Are your transcription up
STANDARD
PROGRAM LIBRARY

up to *Standard?*

. . . in PULLING POWER

A STANDARD transcription does more than entertain. *It produces* . . . The phenomenal and unfailing ability of Standard features to get results is a matter of record . . . Ask the stations, ask the advertisers, ask the advertising agencies whose transcriptions *are* up to Standard.

★ STANDARD PROGRAM LIBRARY ★ SPECIAL FEATURES

★ SUPER SOUND EFFECTS ★ CUSTOM PRODUCTION

Standard Radio

6404 Hollywood Boul., Hollywood, Cal. • 180 North Michigan Avenue, Chicago

MAGIC SQUARE

TOTAL 1936 CBS DOLLAR VOLUME

$23,168,148. The highest dollar volume (ever) for any one network.

NUMBER OF 1936 CBS ADVERTISERS

87 clients. Highest for any radio network.

1936 CBS EVENING DOLLAR VOLUME

$18,532,501. An increase of 35.8% over 1935 evening volume on CBS.

1936 CBS DAYTIME DOLLAR VOLUME

$4,635,647. An increase of 16.1% over 1935 daytime volume on CBS.

RENEWED CBS CONTRACTS

79.3% of the CBS clients broadcast on renewed contracts in 1936.

EXCLUSIVE CBS ADVERTISERS

50. Of these, 56% were exclusive CBS radio advertisers in 1935.

100 LARGEST ADVERTISERS

Most of the country's 100 largest advertisers were on the air in 1936; and more broadcast over Columbia than on any other network.

1936 INCREASE OVER 1935: CBS

31.4%. Consecutively, for the last 42 months, CBS billing has increased over that of the preceding year.

EXPENDITURE PER COLUMBIA CLIENT

$257,292 in 1936. The latest annual jump from the average expenditure of $95,468 per CBS advertiser in 1932.

XUM

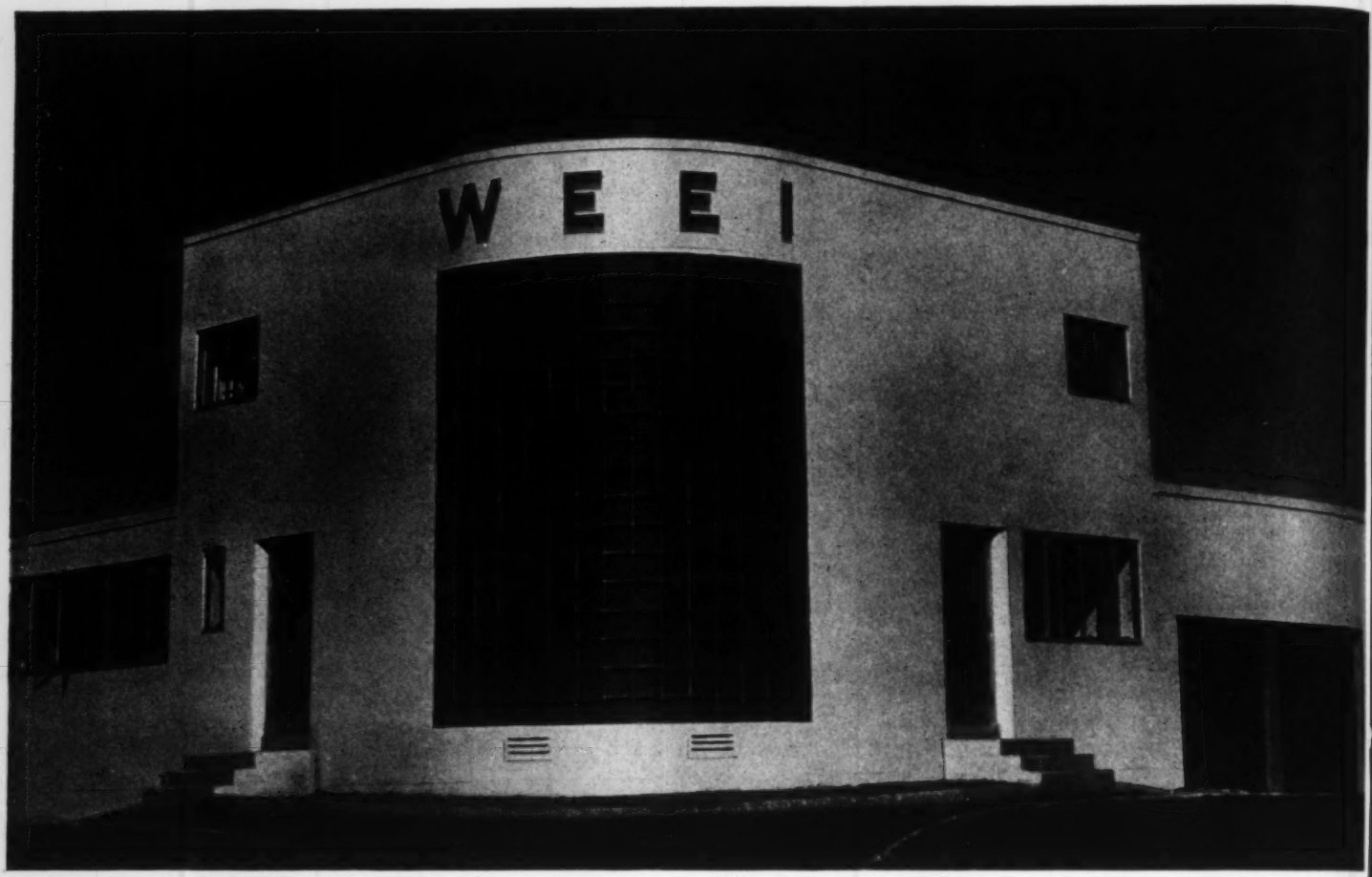
drawn for radio by Columbia's clients

Do you want a new measure of radio's effectiveness? The "magic square" gives it. Add the boxes up and down, left to right, right to left. The answer in each case is the same: *advertisers, from month to month, are investing more of their money in radio advertising—and Columbia facilities.*

There's no "magic" in this. Radio is today's advertising medium, hard at work at today's job of selling merchandise. How well it is doing this job is told by the unambiguous, dollars-and-cents judgment of Columbia Network clients.

COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE · NEW YORK, N. Y.



THIS IS... the house[1] that has the power[2] that pumps the words[3] that sell the goods[4] that people[5] buy who live in the town of Boston.[6]

1. house, and new high-fidelity transmitter with directional antenna system: dedicated April third. 2. power: increased to 5,000 watts, daytime, April third. 3. words: in 60, 30, 15, 10, 5 minute programs; and announcements in 3 participating program periods. 4. goods: WEEI carries 226 weekly commercial programs, representing 143 different products and services. 5. people: WEEI serves an area in which 4 million people live and buy. 6. town of Boston: we mean that area served by WEEI, where Bostonians, those who are called "Bostonians," and *most* New Englanders live.

WEEI 5,000 watts day, 1,000 watts night. Operated by the Columbia Broadcasting System.

Represented by RADIO SALES: NEW YORK, 485 Madison Avenue • CHICAGO, 410 North Michigan Avenue

DETROIT, Fisher Building • LOS ANGELES, 5939 Sunset Boulevard • SAN FRANCISCO, 601 Russ Building

WEEI BOSTON

THE

Meteoric Rise OF KANS

WICHITA · KANSAS

On the air less than a year, (est. September 19, 1936), KANS is now accepted by the National Broadcasting Company as an important outlet. The world's finest entertainment now comes to over 75,000 keenly alert radio homes FOR THE FIRST TIME with primary dependability, when KANS——

Joins NBC on APRIL 1, 1937 as optional RED and BLUE OUTLET FOR SOUTH CENTRAL KANSAS

KANS

WICHITA
KANSAS
HERB HOLLISTER *Genl. Mgr.*

NATIONAL REPRESENTATIVES · FURGASON AND ASTON, INC.
NEW YORK · CHICAGO · DETROIT

BBC BLACKOUTS— *Roger Baker goes to bat!*

Colonel Stoopnagle is assigned to play-by-play baseball broadcasts. The famed colonel retired in some disgrace after placing four men on base.

HOLY CATS, BUD, I JUST TOLD THEM THERE WERE FOUR MEN ON BASE
THE LISTENERS WILL THINK YOU'RE OFF YOUR BASE COLONEL.
AND I THINK YOU'RE OUT OF A JOB!

Roger Baker becomes the BBC specialist on sports and starts the career that has made his name known to millions of listeners in Buffalo and Western New York.

Baker develops the Kendall Sports Column, a program of news and comment broadcast through WGR daily except Sunday. It is now in its 7th year.

"THE KENDALL SPORTS REVIEW THRU THE COURTESY OF YOUR INDEPENDENT NEIGHBORHOOD DEALER FOR KENDALL SPECIAL WINTER GASOLINE AND KENDALL THE 2000 MILE OIL"
BBC

Baker sets a record in 1933 when he broadcasts the International League Play-offs, the Little World Series and the World Series in a single month.

Another Baker record was established in 1934 when he broadcast a National League game, an American League game and an International League evening game on the same day.

In 1936 General Mills presented Roger Baker and Walt Lochman with checks for $300 and wrist watches for the interest these two sportcasters had aroused in baseball in their communities.

Roger Baker has been going to bat for his sponsors for a number of years. His nightly sportcast is the oldest of its kind in the country. His baseball games are fully sponsored again this summer. Then, why talk about a BBC personality who is already under full sponsorship?

Roger Baker's success for his sponsors is typical of BBC. That's why BBC stations have complete coverage in one of the country's richest markets. BBC stations have choice time available. They have one of the largest production units outside of the network originating centers.

There are many other BBC success stories similar to the story of Roger Baker. We would welcome an opportunity to tell them to you personally when you make up your schedule for the nation's tenth market.

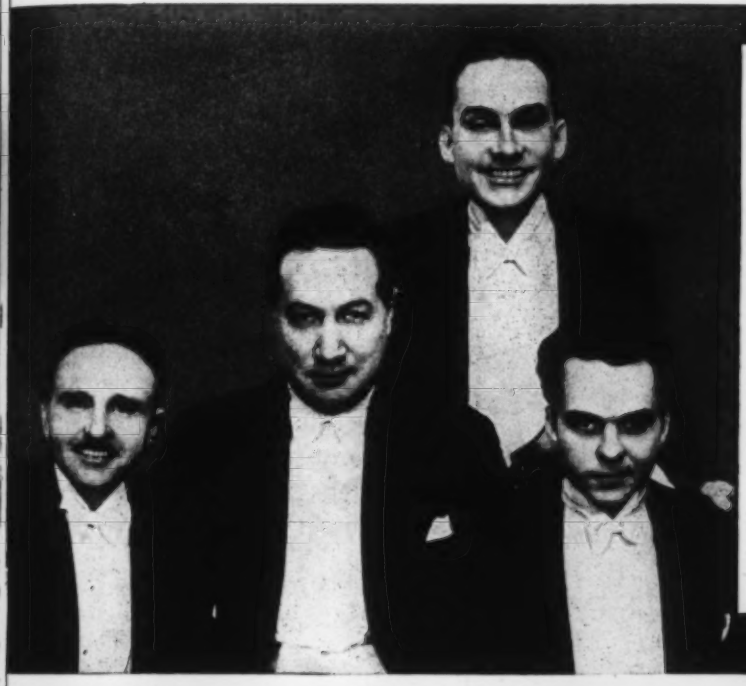
WGR *. . . The ends of the dial . . .* WKBW

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION

REPRESENTED BY FREE & PETERS, INC.

NBC THESAURUS

has the Privilege to Present...



☆ THE REVELERS QUARTET

Radio idols to millions of listeners . . . Offering a repertoire of songs the public loves . . . With many extraordinary arrangements by Frank Black . . . Theirs is a distinctive style and beauty of singing that is always delightful entertainment . . . NBC is proud of its newest addition to the imposing list of artists and makes the announcement to its 193 subscribers and their clients with genuine pleasure.

The Revelers Quartet will be featured in the NBC THESAURUS program entitled "Concert Hall of the Air", which also features Rosario Bourdon's symphonic group; Mary Lewis, former Metropolitan opera star, and others.

☆ "CHURCH IN THE WILDWOOD"

Another broadcast feature soon to be presented by THESAURUS is "Church in the Wildwood", a program of sacred songs sung by baritone John Seagle, Jr., with organ accompaniment by William Meeder. This is a program that listeners will appreciate because of the general excellence of its presentation and production.

For further information regarding THESAURUS programs and artists, consult any THESAURUS station or . . . . . .

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

ELECTRICAL TRANSCRIPTION SERVICE

30 ROCKEFELLER PLAZA, NEW YORK • MERCHANDISE MART, CHICAGO, ILL.

"Your future is bright—in spots!"

THAT'S one of the best things about your future, so far as radio is concerned—you can select the spots that look brightest, and then *plug* them with maximum effectiveness. You can start out on any scale you wish, and let your advertising grow with your sales. *With spot broadcasting* you can plan and accomplish your sales programs with the strategy, timing and precision of a smartly-executed military campaign.

That's really not an over-drawn simile, either. We've got several cases in which our customers have marched over this country from end to end, consolidating their positions as they went along, and ending in complete control . . . Perhaps you'd like to get the details? Write!

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle
WKBN	Youngstown

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 7 WASHINGTON, D. C., APRIL 1, 1937 $3.00 A YEAR — 15c A COPY

Big Summer Ahead--Spot Placements Soar

By J. FRANK BEATTY

Warm-Weather Slump Disappearing as Time Buyers Place Record Business, BROADCASTING Survey Shows

THE SUMMER of 1937 will make radio advertising history, and lots of it, for two reasons:

1—National advertisers, finally convinced that people listen in the summer, are continuing their use of network and spot time right through the erstwhile "doldrum" season.

2—Spot placements are flaring upward so swiftly that time buyers are finding it difficult to get choice periods as dozens of new advertisers are joining the spot ranks.

Around network headquarters, the schedule makers have been waiting for agencies to barge in with the usual summer cancellations but only a few sponsors have tightened the purse strings for the season, and they are mostly seasonal distributors who practically shut-up shop when the blossoms appear.

Most striking of all current trends, however, is the unexpected mushrooming of spot placements all over the radio map.

This roundup of the time-buying business is based on an agency-to-agency survey made by BROADCASTING correspondents in a half-dozen cities where the bulk of radio time is placed.

Spot on Its Own

Without exception, these correspondents report that agencies have at last decided that national spot can stand on its own legs as a means of selling commodities and services.

They have submitted off-the-record comments from leading figures in the agency field indicating a spot increase for the summer that can range anywhere from 25 to 50% above that of just one year ago, when radio for the first time dared to state that summer air was not dead air. Last year national nonnetwork business amounted to about $25,000,000.

They have sent memoranda teeming with enthusiastic predictions that national spot business in 1937 will become the talk of the advertising world.

They have referred to dozens of complaints from agency spot buyers who claim they are groping frantically for favorable time.

They have been told countless times that "between you and me anyone who has a good spot had better hold on to it."

One agency buyer said: "The truth of the matter is that we advertising men have just awakened to the fact that spot broadcasting is a good way to advertise."

On the Spot

In the columns that follow are statements from many of the leading figures in the agency field. Some have talked freely of current accounts and summer plans. Others have talked just as freely, but prefer not to be quoted. Still others have made guarded references to their plans, without mentioning specific accounts, and a number have offered pointed criticism about the way some stations handle spot schedules.

Improvement in general business conditions is ascribed by many as one of the reasons for improvement in spot, which is carried along with the rest of the advertising media. Then there are the particular characteristics of this form of radio advertising which contribute to its unprecedented forward movement.

Agency men point out that spot offers flexibility, since it can be placed in whatever markets the seller wishes to contact. They mentioned this advantage as one particularly attractive to manufacturers with sectional distribution or to those who wish to develop or strengthen specific markets.

They suggest that spot can supplement network coverage by filling in the gaps where the network is weak.

Formerly apathetic to spot, agencies which thought only of networks when they thought of broadcasting are now supplementing schedules with spot time.

They point to improved transcription libraries and services as an inducement to place such business.

They note that advertisers often need a local sales push to help dealers, and find this push in spot schedules.

They jump at the chance to take advantage of locally popular features of individual stations, with ready-made audiences available to their clients.

They complain that choice network time is hard to get, a complaint which now is permeating the non-network phase of broadcast time scheduling.

They like spot advertising for test campaigns, where they can try out a program or product in whatever type of market suits them.

Many are refraining from cancelling their programs for the summer so that they can get the benefit of quantity discounts and so they can squeeze in as much time as possible before impending increased rates take effect on stations.

Many others are hanging on like leeches to their choice time on local stations, because of the competition for the more desirable hours. Periods formerly spurned by time buyers are now being developed—Saturday and Sunday mornings, for example. They are being favorably surprised, they report, by the results they can obtain by using these hours.

One factor that has made good time hard to find is the gobbling up of afternoon and early evening periods by sponsors of baseball play-by-play accounts or resumes of games, as well as flash announcement of scores.

What of Strikes!

While all this optimism runs rampant in the broadcasting industry, a dark blotch on the station horizon looms in the form of the sit-down strike. Spot radio is more susceptible to this type of labor trouble than network, where the practice of holding on to desirable time has been more general.

Two outstanding accounts have felt the impact of the sit-down strike—Chevrolet and Dodge. Chevrolet suspended its transcription series on some 330 stations during the time General Motors was affected by strike, but since has resumed the schedule, the largest ever placed by any radio advertiser. Dodge suspended its proposed spot campaign on about 300 stations when sit-down strikers directed their attention to the Chrysler plants. Naturally a general spread of strikes could play havoc with spot advertising, just as other

Annual Switch to Daylight Saving Time Starts Frantic Juggling of Schedules

DAYLIGHT saving time, semi-annual headache of agency time-buyers and network traffic and program departments, will go into effect April 25, and already the schedule makers are looking at clocks and maps and moving programs around trying to avoid the conflicts that will always occur so long as some cities move their clocks up an hour each spring while others leave their clocks alone.

One difficulty is caused by New York adopting daylight saving time while the West stays on standard time, causing an extra hour's time difference between East and West, but many sponsors solve that by simply moving their rebroadcasts up an hour by New York time which brings them to western listeners at the accustomed hour. Harder to solve is the problem caused by Chicago, for instance, adopting daylight saving time, while St. Louis, in the same zone, remains on standard time, which is likely to cause a conflict between network and local commitments in one city or the other.

To date the following changes have been cleared by the networks, to go into effect on April 25 or the first broadcast after that date:

CBS: Texas Co. moves rebroadcast of *Eddie Cantor*, Sun., from 11-11:30 p. m. (EST) to 12-12:30 a. m. (EDST); Lever Bros. Co. (Spry) moves rebroadcast of *Aunt Jennie's Real Life Stories*, Mon. thru Fri., from 4:45-5 p. m. (EST) to 5:45-6 p. m. (EDST); Campbell Soup Co. (tomato juice) moves rebroadcast of *Laugh With Ken Murray*, Wed., from 11:30-12 p. m. (EST) to 12:30-1 a. m. (EDST); Stewart-Warner Corp. (radios, refrigerators, Alemite) takes KLZ, Denver, and KSL, Salt Lake, from the Mon., 8-8:30 p. m. (EDST) broadcast of *Horace Heidt & His Brigadiers* and adds them to the rebroadcast at 12-12:30 a. m. (EDST); H. J. Heinz Co. (57 varieties) also shifts KLZ and KSL from the Mon., Wed., Fri., 11-11:30 a. m. (EDST) broadcast of *Heinz Magazine of the Air* to the rebroadcast at 3-3:30 p. m. (EDST); U. S. Tobacco Co. (Dill's Best and Model) shifts all stations in cities on CST from the Mon., 8-8:30 p. m. (EDST) broadcast of *Pick & Pat* to the rebroadcast at 11:30-12 midnight, (EDST). Continental Baking Co. Inc. (Wonder Bread) changes *Pretty Kitty Kelly*

(*Continued on page 102*)

media would be adversely affected.

An interesting angle on the current spot boom is what is described as a sudden conversion of New York agencies to this form of broadcast advertising. Agency folk in Chicago always look upon Chicago as spot headquarters. This season, however, Gotham time buyers are said to be climbing on the spot bandwagon as fast as they can sign contracts.

In former years a dozen or so New York agencies were earnest spot enthusiasts, whereas practically every agency in Chicago has been spot conscious, and agencies there have placed a third of the total business of that type.

About half a million dollars in national and regional spot business originated on the Pacific Coast last year and the immediate outlook is even brighter for the summer and fall of 1937, according to leading West Coast time buyers. Although strike conditions have affected business, causing many cancellations, an increase of better than 20% is predicted. More summer business than ever before in the history of the Pacific Coast will be placed this year, it was said, because advertisers are becoming educated to the fact that there is no letdown in listening habit as was generally believed in the past. Many national advertisers who in the past have taken their live talent shows off for the summer will continue these network broadcasts, supplementing them with additional spot announcements.

Optimism Everywhere

Comments from agencies were still coming in as BROADCASTING went to press. They maintained the optimistic spirit, and the off-the-record comments continued to be far more enthusiastic than the remarks made for public consumption.

In the following columns are the statements obtained in New York, Chicago, Boston, Detroit, and Los Angeles, where the survey was conducted. Where direct quotations could be obtained, they are printed. In many cases some of the current spot accounts of each agency are listed.

JACK LATHAM, in charge of spot radio, Young & Rubicam Inc., New York—"This year has seen a tremendous increase in the amount of spot business and in the interest in this medium. The small advertiser is rapidly learning that radio is not only for the big fellow and the national advertiser is finding out that he can use spot to overcome local situations and do a high-powered local sales job in contrast with the more or less institutional advertising used nationally. The development of transcriptions has overcome the local talent problem which was the biggest obstacle to widespread use of spot broadcasting. Transcriptions represent today's biggest field for development in radio advertising." Accounts include: General Foods Corp., New York (Grape Nut Flakes), 12 stations; Gulf Oil Corp., Pittsburgh (Gulf Spray, insecticide), about 20 stations; Bristol Myers Co., New York (Minit-Rub), seven stations; Walker-Gordon Laboratory Co. Inc.. Plainsboro, N. J. (acidophilus milk), two stations; Agfa-Ansco Corp., Binghamton, N. Y. (camera, film), one station on test.

DONALD S. SHAW, assistant to the president, McCann-Erickson Inc., New York—"As long as markets have comparative importance and concentration of buying power remains, there will be an ever increasing need for strong spot jobs. Spot has long been advocated as a test, and has proved itself. Spot has been the accepted means of using radio for manufacturers with sectional or otherwise limited distribution. In recent years, a growing use of spot as a 'filler' for weak network coverage has claimed an important share of the advertiser's dollar—and profitably. To this, I believe, will shortly be added the use of spot as a primary medium for any and all national advertisers. Many radio buyers are going to catch up with the fact that a selected list of about 12 stations will cover approximately 90% of the radio homes—and then spot radio will really come into its own."

Mr. Shaw

Current McCann-Erickson accounts are: Anglo Cal. National Bank of San Francisco, two stations; Axton-Fisher Tobacco Co., six stations; Borden-Dairy Delivery Co., one station; Consolidated Edison Co., New York, one station; California Packing Corp., one station; Ford Dealers, eight western stations; General Brewing Co., four Pacific stations; Laclede Gas Light Co., St. Louis, one station; Langendorf United Bakeries, three Pacific stations; National Biscuit Co., one station; Northwestern Electric Co., Portland, Ore., one station; Pacific Coast Borax Co., one station; Provident Loan Society of N. Y., one station; Regional Advertisers Inc., two stations; Standard Oil Co. of Cal., 12 stations; Standard Oil Co. (Brazil), four stations; Standard Oil Co. (Cuba), two stations; West India Oil Co. (Puerto Rico), one station; West India Oil Co. (South America), one station.

GEORGE L. TRIMBLE, manager of media department, Marschalk & Pratt Inc., New York—"We have been using spot broadcasting off and on for three or four years for various clients, who have found it profitable as evidenced by their continued use. One of its chief advantages is its flexibility that has enabled us to test campaigns in certain markets and to meet the problem of sectional distribution." Accounts include: Standard Oil Co. of New Jersey, New York (Esso gasoline and oil), 13 stations, along Atlantic coast; National Lead Co., New York (Dutch Boy white lead), 6 stations; Larus & Bros. Co., Richmond, Va. (Edgeworth tobacco), 26 stations.

Mr. Trimble

MAX HACKER, radio executive, Pedlar & Ryan Inc., New York—"Spot or local radio advertising has, of course, so much to recommend it, especially for the company with limited means or sectional rather than national distribution. The flexibility of the medium is attractive because of the degree of selectivity possible in such matters as time of day, quality of station and character of territory. The possibility of getting under way quickly is another nice feature as is the opportunity for change of copy either for testing or for territorial reasons. We shall probably be doing more and more of this type of advertising as time goes on." Accounts include: Pioneer Division, Borden Co., New York (ice cream), WOR for summer; Procter & Gamble Co., Cincinnati (Camay soap), coast-to-coast during April and May.

BLAYNE R. BUTCHER, associate radio director, Lennen & Mitchell Inc., New York—"Spot broadcasting at Lennen & Mitchell for 1937 is decidedly on the upbeat, looming up as one of the fastest growing advertising mediums in the agency, with this year promising more than a 100% billing increase over 1936. Several of the agency's clients have found that spot is not only an effective means of valuable merchandising through local tie-ins, but also it provides elasticity of use in being able to put advertising messages into markets where they may be most needed. 1937 brings the development of long range plans and there are possibilities that spot campaigns may be extended over wider areas."

Mr. Butcher

LEONARD T. BUSH, vice-president in charge of media, Compton Adv. Inc., New York—"This will be the biggest summer we have ever had as far as spot radio goes." Accounts include: Procter & Gamble Co., Cincinnati, (P & G, Crisco, Ivory, Chipso); Phillips Packing Co., Cambridge, Md. (soup); Vadsco Sales Corp., Long Island City (Tarrant's Seltzer Aperient).

Mr. Bush

J. LLOYD WILLIAMS, time buyer, J. Stirling Getchell Inc., New York—"We are using much more spot broadcasting than at this time last year and we expect to continue and extend our use of this medium. We feel that spot broadcasting has developed into a substantial advertising medium that is especially valuable for advertisers whose problems are localized. It is also effective as a plus medium to bolster up national campaigns by giving additional pressure where it is most needed." Accounts include: Socony-Vacuum Oil Co. Inc., New York (Mobilgas, Mobiloil), using 5-and 15-minute spots on four stations; Wadsworth, Howland & Co., Malden, Mass. (Bay State paint), seven stations; Peaslee-Gaulbert Co., Louisville, Ky. (P-G paint), 35 stations; H. D. Lee Mercantile Co., Kansas City (food products), seven stations; Plymouth Motor Corp., Detroit, four stations—to be resumed after strike is over.

HERSCHEL DEUTSCH, Lawrence C. Gumbinner Adv. Agency, New York—Says that spot business is good and will be throughout the summer, although not a fair example as some products as Palm Beach suits and Unguentine are primarily summer accounts, including Royal Lace Paper Works, Brooklyn, 11 stations; American Tobacco Co., New York (Roi Tan cigars), nationally; Goodall Worsted Co., Sanford, Me. (Palm Beach suits), nationally.

FRED PFLUGFELDER, radio director, N. W. Ayer & Son Inc., New York—"Spot broadcasting is becoming increasingly important in the advertising picture as we agencies are dropping our tendency to focus on the national job and beginning to give attention to the man who has a local marketing problem as well as or in place of a national one. Possibly the increasing difficulty of clearing network time, especially during the evening hours, has hastened our discovery, but for whatever reason we are finding the use of spot a profitable advertising investment for many of our clients and are accordingly making more and more use of this medium as time goes on." Accounts include: Webster-Eisenlohr Inc., New York (cigars); Ford Dealers of America, Detroit; Kellogg Co., Battle Creek, Mich. (cereals); Atlantic Refining Co., Philadelphia (White Flash gasoline and oil); Ferry-Morse Seed Co., Philadelphia (packaged seeds); Golden State Co. Ltd., San Francisco (powdered milk); Sheffield Farms Co. Inc., New York (dairy products); Kirkman & Son Inc., Brooklyn (Kirkman soap), subsidiary of Colgate-Palmolive-Peet Co., Jersey City; Koppers Co., Kearny, N. J. (fuel); Kalamazoo Vegetable Parchment Co., Kalamazoo; Illinois Bell Telephone Co. (announcements on nine Chicago stations.

Mr. Pflugfelder

WILLIAM ROGOW, vice-president Neff-Rogow Inc., New York—"With the development in the last several years of more factual evidence of the production value of individual stations, spot broadcasting has received worthwhile impetus. We feel that this will grow in relation to the statistical information furnished by individual stations, both as to their markets and the productiveness of individual programs.

Mr. Rogow

"With a growing realization on the part of advertisers generally, that broadcasting is a year round activity, the outlook for this coming spring and summer season is the best in the history of radio. Our activities this year will be considerably greater than in the spring and summer of 1936.

"We currently are placing the following spot business on the following stations: Drezma Inc., three stations; McCoy's Products Inc., three Canadian stations; Eastern Nu Enamel Co., one station; Fischer Baking Co., three stations.

"In collaboration with Albert Frank-Guenther Law, we are handling the following radio spot activities: Personal Finance Co., three stations; Joseph Martinson Inc., two stations."

Sponsors Sign For Baseball Season

General Mills, Socony And Kellogg Among 1937 Leaders

WITH the open season for summer sports getting under way, national and local sponsors are winding up months of spirited negotiating for rights to broadcast play-by-play accounts of major and minor league baseball games and incidental sports programs such as post-game summaries and resumes of scores during and after contests.

Top users of baseball broadcasts this season will be General Mills Inc., Minneapolis, for Wheaties, using some 60 stations; Kellogg Co., Battle Creek, for its cereals; Socony-Vacuum Oil Co., New York, and Atlantic Refining Co., Philadelphia.

Socony-Vacuum, through J. Stirling Getchell Inc., New York, and General Mills, through Knox-Reeves Adv. Agency, Milwaukee, are sharing the sponsorship of National and American League game broadcasts, except in Washington. General Mills some months ago purchased rights to out-of-town games of the Washington team, American League, for $20,000, and has been broadcasting daily sports programs, including baseball training camp remotes, on WJSV.

Sinclair Sport Series

Sinclair Refining Co., New York (H-C gasoline and oil), which last fall sponsored Red Grange in a football score forecasting contest series, is using the sports appeal again this spring. On April 14 this sponsor will start a twice-weekly program on a coast-to-coast CBS hookup, starring Babe Ruth and featuring a weekly contest on baseball topics. Ruth will discuss baseball news, forecasting the winners for the week beforehand and analyzing the games afterwards from the player's angle, frequently interviewing the outstanding players on his program. The contest will ask for statements of 50 words or less on timely baseball topics, and will offer 522 weekly prizes, with two 1937 Nash automobiles as top prizes, 20 RCA-Victor auto radios, and 500 baseballs autographed with Ruth's signature. Program, which will be broadcast Wednesdays and Fridays, 10:30-10:45 p. m. (EST), is handled by Federal Adv. Agency Inc., N. Y.

Atlantic Refining Games

Atlantic Refining will sponsor broadcasts of all out-of-town games played by the Pittsburgh Pirates during the 1937 season, with the exception of those played in New York or Brooklyn whose rules forbid any broadcasting, on WWSW, Pittsburgh. The broadcasts will be re-created in the station studios from wire reports from the ball parks. Games played in Pittsburgh will not be broadcast but a 15-minute summary of each home game will be put on the air after the play is over. N. W. Ayer & Son Inc., Philadelphia, agency for the sponsor, is reported to be dickering for other baseball broadcasts, but refuses to confirm or deny this.

Atlantic is interested in New York-Pennsylvania League cities and has contracted for the season to broadcast Wilkes-Barre games on WBAX.

Competition for time is active in a number of cities around the circuits of minor leagues, indicate of the widespread demand for baseball features because of the local interest in the sport.

The General Mills baseball lineup, as compiled by BROADCASTING correspondents in various cities, follows:

Boston — Home games of Red Sox and Bees on Yankee Network.

Philadelphia — Home games of Athletics and Phillies on WCAU.

Chicago — Home games of Cubs and White Sox on WBBM.

St. Louis — Home games of Browns and Cardinals on KWK.

Detroit — All Tiger games on WWJ and Michigan Network.

Cleveland—All games of Indians on WHK.

Cincinnati — All games of Reds on WSAI and WCPO.

Pittsburgh — Out-of-town games of Pirates, with summaries of home games, on WJAS.

Washington—Out-of-town games of Nationals on WJSV.

General Mills has exclusive rights to all eight clubs of the American Association for three years and these also will be shared with Socony-Vacuum. The station lineup follows: St. Paul, WTCN; Minneapolis, WCCO; Indianapolis, WIRE; Milwaukee, WISN; Kansas City, KXBY; Louisville, WHAS; Columbus and Toledo, undecided.

In the International League, broadcasts include all games in some instances and out-of-town games in others. Stations are: Buffalo, WGR; Rochester, WHAM; Syracuse, WSYR; Jersey City, WHN; Newark, WNEW; Baltimore, WCBM.

On the West Coast broadcasts are planned in Los Angeles, San Francisco, Portland and Seattle, and possibly two or three other cities. KFAC will be used in Los Angeles six days a week, under a three-year contract placed by

(*Continued on page 104*)

DALE PERILL, Ruthrauff & Ryan Inc., Chicago — "Spot for summer looks above normal. Our own experience has been that spot broadcasting for many firms having a limited distribution is the only way in which broadcasting can be economically applied. Spot has this advantage — it can be applied territory by territory. This is often advantageous where the distribution is to be secured or extended. Spot requires a much closer attention to detail but makes possible a 'human' factor which seems to be very powerful in promoting sales when properly applied. Our spot business has been increasing consistently."

Mr. Perill

Most of the radio business placed out of the Chicago office of Ruthrauff & Ryan Inc. is spot. Currently the agency handles campaigns running for the following accounts: Corzon Corp., three stations; Chicago Dodge Dealers Association and M. J. Lanahan Inc., Chicago, each have a show on WBBM; H. Fendrich Inc., five stations using chain breaks, five stations using minute or 100-word announcements, one station using a five-minute program, and two stations using a quarter-hour program; National Bellas Hess, three stations; Golden Peackock, one station; Kentucky Club, 14 stations and Kentucky Winners, one station. In addition Oshkosh Overall Co. recently completed a spot campaign on six stations with Grunow tentatively scheduled to start a spot campaign shortly.

H. W. KASTOR & SONS ADV. Co. Inc., Chicago—The second largest agency in Chicago in amount of annual spot billing is H. W. Kastor & Sons Inc. Last year the agency did close to a million dollars worth of business and from present indications will easily pass the mark this year. From the radio department of the agency the following statement was issued: "The summer spot business will be just as good as it is now. If anything, there will be an increase this summer over current spring business. This year's spring spot business is double that of last year's. We find spot particularly effective today because of the lack of good time in many instances on the networks. We use spot in two ways—alone and in conjunction with network programs. Both ways are effective depending on the product advertised." The Kastor agency is in the midst of making up its spring spot schedule and the following campaigns are included:

Procter & Gamble—for Drene, quarter-hour discs on 25 stations; for Kirks Castile Soap, one-minute transcriptions on six stations; for American Family soap and flakes, quarter-hour news broadcasts daily except Sunday on one station.

McKesson & Robbins Inc., Bridgeport (Pursang tonic), minute transcriptions on 10 stations: Lewis-Howe Medicine Co., St. Louis (Tums), quarter-hour and minute discs on 15 stations; Associated Distributors Inc., Chicago (Essence of Life face cream), quarter-hour live and minute discs on eight stations.

Beaumont Laboratories, St. Louis (Four-Way cold tablets), minute discs on 20 stations; Lavena Corp., Quaker Oats subsidiary, Chicago (cosmetics), quarter-hour live on one station, others to be added; Welch Grape Juice Co., Westfield, N. Y., minute discs on 10 stations; Hydrox Corp., New York (beverages), minute discs on three stations; Booth Fisheries, Chicago, minute discs on 12 stations.

Dr. Peter Fahrney Medical Co., Chicago, minute discs on two stations; Snow King Baking Powder Co., Cincinnati, minute live and disc announcements on 12 stations; French Lick Springs Hotel Co., (Pluto water), minute discs on two stations; General Cigar Co. Inc., New York, (William Penn cigars), minute live and disc spots on five stations, will expand to 20 this summer; Williamson Candy Co., Chicago (Oh Henry), minute discs on three stations; RIT Products Corp., Chicago (dyes), minute discs on two stations.

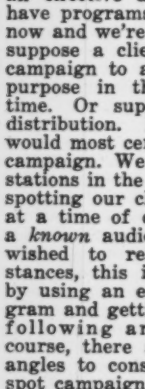
FRANK B. AVERY, space buyer, Neisser-Meyerhoff Inc., Chicago — "With the increasing quality of network broadcasts, great concern has been felt in many circles as to the future of spot radio and the chances to gain an audience with local talent. The great question in the minds of those concerned was how a spot broadcaster could compete with network talent at the price he could afford to pay. With the discovery of the great interest on the part of the listeners in purely local shows, that question has been answered in a most satisfactory way. Today, at an extremely moderate cost, with localized shows on the spot stations one can get an audience that compares favorably with the large, expensive network shows. Of course, each script for each individual spot must be individually written and adapted to fit the situation in that town. The wholesale script idea is out and the typewriter instead of the multigraphing machine must be used in order to get the best results." The agency has recently placed a large amount of spot business, including Fitzpatrick Bros., Chicago (Kitchen Klenzer, Automatic Soap Flakes), five stations; United Biscuit Co. (independent group), five stations. The Milwaukee office is placing Edwards Motor Co. (Dodge dealer), three stations; Nu-Enamel Corp., one station; Oshkosh Brewing Co., one station.

ROCHE, WILLIAMS & CUNNYNGHAM Inc., Chicago — Currently using spot are the following accounts: Studebaker Corp., 16 half-hour transcribed programs weekly; Kenton Pharmacal Co. (Brownatone), seven stations; Milwaukee Railroad, three stations; Cudahy Packing Co., currently using one-minute spots on two stations and if test is successful Cudahy will use additional stations. Williams Oil-O-Matic is also using spot on WCFL, sponsoring news broadcasts.

GENE FROMHERZ, space buyer, J. Walter Thompson Co., Chicago— "It looks not only like a very big summer for spot but I believe this will be the biggest spot year in history. Personally, I find it much harder to get good spots this year. In spite of the fact that rates are higher, it is still difficult to get good time." Accounts include Omar Mills Inc., 12 stations; Kraft Phenix Cheese Corp. (Cheese Dinners), five stations; Swift & Co. (All Sweet margarine), 25 stations; Swift & Co. (meat), three stations; United Airlines, two stations; Elgin National Watch Co., one station.

ARTHUR W. (TINY) STOWE, radio director, Hays, MacFarland & Co., Chicago—said "In comparison to the spring of 1936, the radio spot business of the agency has bounded upwards—more than tripling last year's billing. This jump is due to a large extent to the innate success of spot campaigns. Their selectivity, their power to concentrate their fire in whatever market chosen, makes them hit with telling results. Unlike a network campaign which must run on stations selected by the *network*, a six spot campaign can run on stations selected by the *advertiser*. The concrete success of one client using spots leads another to try the same type of campaign. And so the snow-ball grows. From practically nothing last year, this summer's plans include at least three additional spot accounts, per-

haps more." Currently running are Northwestern Yeast Co. on 38 stations and Wincharger Corp on 11 stations.


Mr. Fellers

ED FELLERS, vice-president, Presba, Fellers & Presba Inc., Chicago — "Certainly I'm a firm believer in spot broadcasting. It fills a unique and necessary position in radio advertising and we have used it consistently with gratifying results. Don't misunderstand me! I'm not prescribing spot as the one and only means of doing an effective advertising job. We have programs on the chain right now and we're proud of them. But suppose a client wants a driving campaign to accomplish a desired purpose in the shortest possible time. Or suppose he has spotty distribution. In either case, we would most certainly advise a spot campaign. We would pick strategic stations in the areas to be covered; spotting our client's sales message at a time of day when there was a *known* audience of the type he wished to reach. In many instances, this is best accomplished by using an established local program and getting the benefit of its following and popularity. Of course, there are dozens of other angles to consider, but all in all, spot campaigns have been tremendously effective for a large number of our advertisers." Accounts include *Household Magazine*, using 17 stations; Mantle Lamp Co., Olson Rug Co.

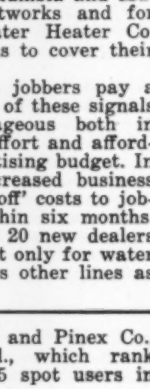
WALTER A. WADE, President of Wade Advertising Agency, said— "We use spot broadcasting to intensify our advertising in metropolitan markets. We find that if we buy 15-minute spots before, in between, or after strong programs, it is one of the most economical buys we can make. In buying spot if we know the station has a strong program on at a particular time we move in and try to get a program adjacent to it with reservations so we will get the particular time we want when it becomes available". The agency last year billed between $500,000 and $750,000 of spot business.

Currently using spot broadcasts are the following Wade accounts: Miles Laboratories (Alka-Seltzer), 24 stations, a quarter-hour three times weekly; James Mfg. Co., Fort Atkinson, Wis. (farm engineering service), nine stations; Anker-Holth Mfg. Co., Port Huron, Mich. (cream separators), one station; Murphy Products Co., Burlington, Wis. (feeds), one station; Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's liniment), three stations; Illinois Bottled Gas Co., Chicago (Dri-Gas), one station; Soy Bean Products Co., Chicago (Soyette Honey Bread), one station. [See "We Pay Our Respects To" sketch of Walter Wade, on page 69 of this issue.]

S. V. HORTON, vice-president, Baggaley, Horton & Hoyt Inc., Chicago — "We look forward to more spot this year than ever before. Our current spring spot business far surpasses what we did last year. Generally speaking, from present indications this will be spot's biggest year." Among accounts are W. A. Sheaffer Pen Co., Fort Madison, Ia., and Pinex Co., Fort Wayne, Ind., which rank among the first 15 spot users in the nation.

Increase in Sales Quickly Finances The Cost of Placing Spot Campaign

ROBERT M. HIXSON, president, Hixson-O'Donnell Inc., Los Angeles —"A seldom quoted virtue of spot broadcasting is that it puts the local jobber or company district manager and the dealers 'on the spot' by a comparison with other territories. We use transcription stations for Rio Grande Oil Co.'s *Calling All Cars* to augment the coverage of Columbia and Mutual's regional networks and for Day & Night Water Heater Co. time signal stations to cover their territory.


Mr. Hixson

"Day & Night's jobbers pay a portion of the cost of these signals which is advantageous both in stimulating their effort and affording a larger advertising budget. In every city the increased business has begun to 'pay off' costs to jobber and client within six months. One jobber opened 20 new dealers within a month, not only for water heaters, but for his other lines as well.

"This was accomplished by a letter to present and prospective dealers sent out over the signature of the local radio station manager urging them to 'get on the gravy train' to increased business. This was followed up intensively by the jobber's salesmen who impressed on the dealers the success stories of dealers in other cities at the same time Day & Night barraged them with mailings.

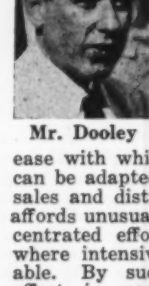
"We have found that every new 'spot' opened, offered us some new angle to improve efficiency in all territories. We are continually adding stations and here on the coast we have no summer season phobia. Two other accounts will begin spot broadcasting in the spring and continue through the year.

"With the increasing financial contribution by manufacturers to retailers' budgets, spot broadcasting looks like the logical medium to augment their local newspaper advertising. With this fact in mind I believe spot broadcasting will show a greater percentage of increase than any other classification of media."

C. J. TURNER, space buyer, Mitchell-Faust Adv. Co., Chicago — "When speaking of spot you ought to consider both the transcription and the local live program angles. Fortunately, for the industry, transcriptions have come into good repute. The technical excellence of recordings and the calibre of the entertainment they're recording I think has sensibly served to reduce pretty well to a minimum the previous involuntary reaction against the use of transcriptions. Under the second division of spot (the local live talent programs) which we never overlook, we can buy shows which have been locally tested. It is obvious that spot broadcasting is in a consistently improving position and that's because it is profitable to the advertisers. Spot business can be so profitable relatively to stations that it is well worth their while to pay considerable attention to it." Accounts include Reliance Mfg. Co. (Big Yank shirts) 28 stations; Chris Hansen Laboratory (Junket), 15 stations.

BLACKETT-SAMPLE-HUMMERT Inc., Chicago—Biggest spot advertiser in the country is Blackett-Sample-Hummert with a total spot billing last year alone of about $2,000,000. Included among last year's advertisers were General Mills (Bisquick, Wheaties, Softasilk, Gold Medal, Kitchen Tested Flour), 46 stations; Procter & Gamble (Dreft, Oxydol, Lava Soap), 54 stations; Wander Co. (Ovaltine), 30 stations; and J. A. Folger & Co. (coffee), 11 stations. Additional stations have been added for General Mills and Procter & Gamble this year bringing the former total to 50 and the P & G's list to 60. President of B-S-H is Hill Blackett, whose views on radio as expressed in a speech given before the Chicago Federated Advertising Club March 22 appear on page 21.

ROLAND J. DOOLEY, vice-president and account executive, Benson & Dall Inc., Chicago — "We have found that spot broadcasting has a number of definite advantages over network radio advertising under certain merchandising conditions. Probably the the most important of these is its complete flexibility and the ease with which spot broadcasting can be adapted to specific regional sales and distribution problems. It affords unusual opportunity for concentrated effort in selected areas where intensive coverage is desirable. By such concentration of effort in profitable trade territories, we feel that we can do a much more effective job for our advertisers, with the ratio of sales as compared with advertising expenditures showing a decidedly healthy increase wherever this plan is carried out consistently."


Mr. Dooley

Current accounts include Consolidated Drug Products on 25 stations, 30 at peak season. Billings in 1936 estimated at well over $750,000, and averaging some $120,000 a month this year.

HUGH RAGER, president, First United Broadcasters, Chicago — "There is no reason why spot broadcasting shouldn't grow faster than chain because most advertisers have found that they need more elasticity in their schedules. In nine out of 10 cases you can reach a larger audience and do a better job with the same amount of dollars by using spot than you can by using networks. The biggest factor in buying time is the competition offered by stations other than the one you are using. By that I mean if you are going to put a program on at, let us say, 6 o'clock, then you must find out what the other stations in that area have on at 6 o'clock. Competition is the one factor you can't even consider when using chain broadcasting, if looking at radio from the entertainment standpoint chain is great. But for value received by the advertiser, in practically every case, he can do a better job with spot." Currently using spot are Willard Tablet Co., Chicago; D & M Finance Co., Chicago; and the Whitcomb Hotel, St. Joseph, Mich. The Paramount Cereal Co., Chicago, recently concluded a spot campaign while previous to that the Blanke Coffee Co., St. Louis, ran a spot series. The agency is said to have done a $250,000 spot business last year, and may pass the $300,000 mark in 1937.

EVERETT G. OPIE, Rogers & Smith Adv. Agency, Chicago — "The small advertiser of today turns now to spot broadcasting where he can compete on an equitable basis with the big advertiser who uses the networks. Spot broadcasting opens up the field for advertisers introducing a new product where their limited distribution does not pay them to advertise on a national scale, but by the use of spot they can go on market by market. For instance, Little Crow Milling Co., when it first started introducing their Coco-Wheats, used spot market by market. Eventualy they will have nationwide distribution. However, radio advertising has its limitations. For instance, spot is primarily confined to day time. Another thought regarding spot is that the influx of transcriptions is so great today that there is very little local talent left."

FRANK STEELE, radio division, McJunkin Adv. Co., Chicago—"I think that this should be spot's biggest year what with the best time on the chains pretty well crowded. Then, too, there are many companies whose distribution does not fit the chain requirements. Supposing some client only has distribution on half of the stations he must take when he uses a network. He is simply wasting half of the other stations. I think it's also true that there has been a vast improvement in transcriptions. Now in practicallv all cases a listener can hardly tell any difference between a transcription and a live program."

RALPH A. CUSHING, account executive, Fred A. Robbins Co., Chicago—"We expect spot radio advertising to become increasingly popular with advertisers whose distribution and appropriation is inadequate for a national advertising program. Its flexibility in cases of this kind dove-tails very nicely into sales plans, because it is local in its scope and because, by carefully selecting his spots, an advertiser can pick almost exactly the type of audience he wishes to reach. Of course a spot advertising campaign, whether programs or announcements, must have the same carefully planned merchandising plan as a national advertising campaign if it is to be of the highest efficiency. The efficient use of 'spot announcements' can be attested to by the fact that good spots are taken early and we believe next season will see all avail-

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Nations Agree on Continental Allocation

Craven-Ring Plan Is Accepted at Havana

By Special Correspondent

HAVANA, Cuba, March 29—Agreement on technical principles of broadcast allocations among nations of this continent was reached at the North American Radio Conference which adjourned here today after a two-week session.

Although the four-nation conference had no treaty-making powers, it agreed upon definite allocation plans covering both the broadcast band and the shortwave band up to 6,000 kc., which will be recommended to the four governments for analysis as the forerunner of a general Pan-American Radio Conference, having treaty powers to meet in Havana in November.

The broad principles of allocation contained in the so-called Craven-Ring plan submitted to the FCC last January [BROADCASTING, Jan. 15], and now awaiting FCC action, were adopted with but few changes by Canada, Mexico and Cuba. Recognition of three distinct classes of stations—clear, regional and local—but in the six categories proposed in the Craven-Ring plan, also was given.

Cordial Atmosphere

Unlike the 1933 North American conference in Mexico City, which fizzled completely because of allegedly untenable demands by Mexico and other Latin nations, the Havana conference was conducted on a completely amicable basis, and is regarded by all observers as having been the most successful of all international radio conclaves.

The consensus is that satisfactory progress toward ultimate accord between the North American nations has been made, and that Mexico and Cuba, which have operated more or less on a "squatters" basis insofar as broadcasting is concerned, will become parties to a definite treaty in which specific allocations of frequencies will be provided. Canada and the United States have recognized frequency divisions under a "gentleman's agreement" practically since 1927.

No agreement was reached upon the division of clear channels among the North American nations, and, as a matter of fact, none was sought because of the admitted need for further study. Similarly, the question of Mexican border transmitters, of which 11 now are in operation, bombarding stations in Canada and the United States, was accepted as one that would solve itself with the working out of a treaty. The feeling was that in discussing allocation proposals and the incidental engineering definitions and standards, the question as to where a nation established stations on the channels that might be assigned to it was not appropriate for consideration.

A SUMMARY of the discussions of the North American Radio Conference held in Havana March 15-29, covering technical phases of possible allocations to be on the agenda at the treaty-making conference scheduled for November 26, will be found on page 62.

The view prevailed, however, that these border stations, operated mainly by former American broadcasters and directed to reach American rather than Mexican listeners, would eventually go by the boards as part of the treaty. Recognition of the international standard that broadcast channels are dedicated to service of the nationals of the particular nations to which they are assigned, automatically would care for that situation, it is felt.

Best indications are that the United States stands to lose little in the way of its existing broadcast facilities as a result of the preliminary conference. Acceptance of the principles of the Craven-Ring plan, providing for retention of 25 Class A clear channels, with minimum power of 50,000 watts, and of the shared-channel principles, which would make local and regional waves, along with Class B and C channels available to all of the North American nations, appeared to assure a minimum of loss in channels by this country.

One effect of the accord reached at the conference, it is thought, will be that of holding up the domestic allocation plan until after the November Havana conference. In the interim, allocation plans will be worked out, with this country endeavoring to dove-tail its projected revision of the band from 540-1600 kc., with the conclusions tentatively reached at the Havana sessions. The Craven-Ring plan now is pending before the Broadcast Division, but action on it has been withheld pending submission by Chief Engineer T. A. M. Craven, of a supplemental report covering economic phases of broadcast allocations, expected shortly after his return to this country early in April.

During the sessions Chairman Craven informed the FCC that request had been made that the status quo be retained on broadcast assignments in this country until the November conference. The FCC, at an en banc meeting March 25, notified him that no new grants would be made in this country, pending the November conference. Presumably, similar commitments were elicited from the other nations.

It was agreed at the closing plenary session March 29 that Cuba issue invitations to the 23 Pan American republics for the treaty conference, to begin on Nov. 26, probably to run a month.

In the allocation of exclusive frequencies to the four nations, the 1500-1600 kc. band is being taken into account. The fact that three of the 10 channels in this band now are being utilized in this country by high-fidelity stations means that seven channels remain for allocation. The conference has been dealing in terms of 58 clear channels on such a distribution, taking the pattern from the Craven-Ring allocations report.

To observers, the distinctly friendly note of the sessions was regarded as important as the express recommendations which resulted from it. No nation was committed to any irreconcilable position threatening to block future progress, and the door was left open to further negotiations and discussions on all matters.

Tribute was paid to the Cuban officials for the careful way in which the conference had been planned and conducted. The successful outcome was also attributed to the conciliatory attitude of all delegates in their effort to find a solution for problems heretofore regarded as insolvable. Finally, credit was given from all sides to the brilliant work of the United States delegation, headed by Chief Engineer Craven, for the ability, tact and industry displayed.

In addition to Chief Engineer Craven, the delegation comprised Lieut. E. K. Jett, FCC assistant chief engineer; Gerald C. Gross, chief of the FCC international section; Harvey B. Otterman, of the State Department's Treaty Division, and Ellis O. Briggs, second secretary of the American Embassy in Cuba.

Progress Made

Before the sessions got under way, the view was that unless substantial agreement was procured upon basic allocations principles, there probably would be no Pan-American conference in November. Following the session the conclusion was that the progress made far exceeded that anticipated. This conference, in turn, is preliminary to the general International Telecommunications Conference to be held in Cairo, Egypt, beginning Feb. 1, 1938.

Unlike the Mexico City Conference of 1933, there was no "lobbying" by unofficial or industrial interests during the Havana sessions. At the Mexico City sessions, Dr. John R. Brinkley, operator of two border stations against which most serious complaint is levelled, had

(*Continued on page 62*)

DELEGATES AND OBSERVERS — Before the conference got under way March 15, President Bru of Cuba, welcomed delegates at the Presidential Palace (top photo). Front row, left to right: FCC Chief Engineer T. A. M. Craven, chairman of the U. S. delegation; Alfonzo Gomez, chairman, Mexican delegation; President Bru of Cuba; Walter A. Rush, Canadian Controller of Radio, chairman, Canadian delegation; Wilfredo Albane, Cuban Senator, chairman, Cuban delegation. In background are other delegates. U. S. delegates (center photo) are Lieut. E. K. Jett, FCC assistant chief engineer; Comdr. Craven; Dr. L. Gonzales, translator of American Embassy in Cuba; Gerald C. Gross, chief, FCC International Section; Ellis Briggs, second secretary, American Embassy; Harvey B. Otterman, Treaty Division, Department of State, and secretary of delegation. Present during the conference were these figures in American broadcasting: J. H. DeWitt Jr., chief engineer, WSM; Louis G. Caldwell, Washington attorney and counsel for Clear Channel Group; Glenn D. Gillett, Washington consulting engineer; James W. Baldwin, NAB managing director; Carl J. Meyers, WGN chief engineer; Dr. C. B. Jolliffe, RCA engineering executive and former FCC chief engineer, and I. R. Baker, chief transmitter sales, RCA Mfg. Co.

Agencies Join Station-Break Debate

Young & Rubicam Urges Stations to Drop The Practice

THE long simmering issue of station break spot announcements has broken out anew in several quarters, with indications pointing to a full airing at the NAB convention, probably in June, where it's likely to become an active topic.

Following complaints raised by such advertisers as Campbell Soup Co. and Ford Motor Co. that national spot advertisers were "riding" the chain breaks for station identification to the point where their own program offerings were being demoralized, a number of agencies have catapulted themselves into the situation. An effort is being made to lay the issue on the doorstep of the NAB, and James W. Baldwin, managing director, has before him a letter from William R. Stuhler, Young & Rubicam radio director, urging cooperation to eliminate the practice.

On the other hand, several leading agencies, among them Ruthrauff & Ryan, have placed themselves in the position of staunch defenders of the station break as a legitimate advertising buy. The networks, which have sought to discourage chain breaks on their owned and operated stations, have been placed in an anomalous position. They are hopeful that the situation will work itself out. They appreciate the position of the stations which would suffer irreparable loss in revenue if station break spots were banned and they are aware of the fact that they would have to be compensated for that loss.

Dual Rate Proposal

Roughly, it is estimated that spot announcements represent approximately 40% of station revenue. In round figures, that means some $45,000,000 annually. The station attitude generally is that spot announcements are undesirable, but because of the revenue they bring they cannot be eliminated unless the loss is made up in some other way.

Serious thought has been given by the networks, since the problem arose anew four months ago, to some way of effecting a solution. Both NBC and CBS, it is understood, tackled the problem of devising a dual rate structure whereby present rates might be charged for advertisers not demanding a clear chain break and a proportionately higher rate assessed for those demanding such clearance. The higher rate would be earmarked for the station to compensate it for the normal spot break revenue. The reception given these preliminary proposals by agencies and advertisers was far from satisfactory.

In a letter to Mr. Baldwin, dated Feb. 17, Mr. Stuhler enclosed a copy of the letter he had transmitted to more than 100 client stations handling Young & Rubicam network programs.

"We would like to earnestly solicit your cooperation in this effort to eliminate the practice of chain break announcements," Mr. Stuhler told Mr. Baldwin. "We think such a step will work to the positive advantages of your membership in the long run."

Mr. Baldwin declared March 29 he had no comment to make on the letter, which sought a statement from him on his position and on steps which might be taken. It is possible that Mr. Baldwin will refer the letter to his board of directors, which meets in Washington April 7. However, the view prevails that the problem is one of a contractual relationship between network, affiliated station and advertiser, through its agency and that it is not a problem with which the industry, through its trade association, should attempt to deal.

On March 25, Carlos Franco, of the Young & Rubicam radio department, declared that practically everyone of the more than 100 station executives to whom the original station break letter had been addressed had responded and they all were of the same tenor.

The general theme, he said, was the commercial chain break is viewed by the station as an evil but that it is an "accepted one" even among some of the largest agencies in the country. The stations agreed, in general, that the chain break advertiser to a certain extent is riding on the popularity of the chain or spot program. Yet, they pointed out that advertisers and agencies who buy programs also buy chain breaks.

There was also expressed the view that the stations would follow the lead of chain-owned stations. If the chains reject such announcements altogether, according to this point of view, then they would be in the position to ask their affiliates to follow suit.

Mr. Franco declared Young & Rubicam's feeling is that unless something is done about spot announcements at chain breaks radio will begin losing instead of gaining listener favor, and that when such a trend develops, stations, advertisers and agencies alike will lose. He expressed the view that NBC seemed to control its stations a little more closely and cited answers received from certain of the NBC-owned stations who held that only time signals in the evening were permitted at breaks.

Mr. Franco, in a letter to Roy C. Witmer, NBC sales vice-president, dated March 15, declared that, as he saw the picture, it was going to be "up to the networks to induce their affiliates to stop placing spot announcements during the station identification period." He continued:

"It is almost unbelievable that practically all stations had the same answers: (1) They agreed that spot announcements are bad for the industry; (2) did not want to incur the displeasure of many big agencies who place spot announcements; (3) spot announcements represent approximately 40% of the station's revenue, and (4) to eliminate spot announcements, the networks would have to increase payments to the stations."

A number of agencies take a view opposite from that of Young & Rubicam, and of N. W. Ayer & Son, which last January protested the practice of chain breaks following programs placed by Ford. This was on the contention that the advertiser is entitled to the undivided

(*Continued on Page 108*)

BULLETIN

THE Senate, March 29 passed S-1077, amending the Federal Trade Commission Act by giving it infinitely broader powers permitting it to investigate unfair or deceptive acts and practices in commerce as well as unfair methods of competition. Upon motion of Senator White (R-Maine), the act was amended so that all common carriers, subject to the terms of the Communications Act of 1934, are exempted from its provisions. Broadcasting companies, because they are not common carriers, however, are not so exempted, and Senator White said he hoped this would be corrected in the House, where the measure now goes. (See earlier story on page 34.)

Appointment of New FCC Secretary Expected Soon; Half-Dozen Candidates

APPOINTMENT of a secretary for the FCC, a post vacant since the resignation May 1 of Herbert L. Pettey, who became associate director of WHN, New York, is expected shortly, it is indicated in administration circles.

There are a half-dozen candidates for the post. Among them are E. Willard Jenson, secretary of the Business Advisory Council, Department of Commerce; Thomas A. Brooks Jr., radio editor of the *New York Journal;* Robert Berger, New York radio director of the Democratic National Committee during the last campaign; John Carson, former Washington newspaperman and secretary to the late Senator Couzens of Michigan, and Joseph E. Keller, secretary to Commissioner Thad H. Brown, vice chairman of the FCC Telephone Division.

Since Mr. Pettey's resignation, John B. Reynolds, assistant FCC secretary, has been acting in that capacity. In some quarters, it is understood, strong sentiment exists for his elevation to the secretaryship, as a "merit appointment". However, some question has arisen in that respect because the secretaryship is not a civil service job but is provided for in the Communications Act. It pays a salary of $7,500 annually.

Walter Chamblin Jr., until recently an advertising executive of the Chespeake & Ohio Railroad and before that news editor of the Associated Press Washington Bureau, had been urged for the post and filed his application. Shortly thereafter, however, he withdrew it and since has entered into consulting public relations work in Washington.

During the 11 months since Mr. Pettey's resignation and Mr. Reynolds' incumbency as acting secretary, William P. Massing, chief of the License Bureau, has been acting in the capacity of acting assistant secretary.

CBS Television To Include Plant At $500,000 Cost

Application Filed With FCC For Chrysler Bldg. Studios

DIVULGING plans to invest nearly $500,000 in an RCA television tranmitter to be located atop the Chrysler Bldg. in New York and in specially designed studios, CBS on March 29 filed with the FCC an application for a new experimental television station of 7,500 watts.

Filing of the application substantiated the report published in March 15 issue of BROADCASTING that the network was formulating visual radio plans. It set forth that $330,000 would be expended for an RCA television transmitter, now being manufactured at RCA Mfg. Co. plant at Camden, N. J., with an additional $130,000 for a studio capable of accomodating both visual and audio pickup. The antenna atop the Chrysler Bldg. will be 971 feet from the ground.

Goldmark In Charge

In its application, CBS requests assignment on the 42,000-56,000 kc., and 60,000 and 86,000 kc. experimental high-frequency television bands. The new station would have the call W2XAX. Experiments will be under the direct supervision of Peter C. Goldmark, television engineer with CBS since January, 1936, and prior to that in charge of television for Pye Radio Ltd., of Cambridge, Eng. From 1934 to 1936 he was chief engineer of World Radio, radio manufacturers of New York. His chief assistant is John N. Dyer, since 1933 a CBS engineer, and since last January specializing in high-frequency television.

Filing of the application followed the designation by CBS of Paul W. Keston, vice-president and a general executive of the company, as official in charge of television development and preparation. In its decision to experiment with high-frequency television, CBS proposes to invade a field in which its chief competitor, NBC, has been engaged through its parent company, RCA. NBC has been conducting daily television experiments from atop the 1248 ft. Empire State Building, as well as in the Camden laboratories of RCA, using 441 line pictures. Philco Radio & Television Co. also is experimenting with 441-line images.

In outlining proposed experiments, CBS stated it proposed to study the effect of simultaneous transmission by more than one television transmitter (a) on identical frequencies, with the transmitters geographically separated (b) on different frequencies with transmitters geographically separated and (c) on different frequencies with transmitters not geographically separated. It also proposes comparative field strength measurements, together with studies of receiver and antenna design, elimination of man-made interferences, synchronization with various types of receivers; testing of different types of studio equipment; research into suitable equipment and technique to determine production costs; studio design, illumination and ventilation, and finally, a study of equipment and means of bringing about television network operation.

NAB to Start Radio Copyright Business

Program Foundation to Be Operated as an Independent Music Source: Board Approves New Corporation

CREATION of an independent corporation, to handle copyrighted works for radio under the NAB, has been approved by the NAB board of directors upon recommendation of James W. Baldwin, managing director.

As authorized, the corporate entity would be effected through incorporation of the NAB Bureau of Copyrights, which since last July has functioned as a unit of the trade association. It would be established along the lines of the now defunct Radio Program Foundation, set up by the NAB in 1933 for the same purpose—establishing an independent music source, primarily in the public domain field. The Foundation was dissolved two years ago after it had been practically dormant for some time.

Out of a clear sky, Mr. Baldwin on March 4 sent to his board a letter proposing that the Bureau of Copyrights be made a separate corporate entity for the distribution of copyrighted material and information for broadcast station members. It ties into his public domain music libary, on which the Bureau has been working since last July. Presumably, the corporation would be financed through sale of stock to NAB members, but no estimate is made of the amount required.

Looking Toward Per Piece

A majority of the NAB board members, it is understood, voted in favor of the project. The basic idea is eventually to rid the broadcasting industry of its dependence upon ASCAP and other music combines by introducing competition in the music field, and thus forcing a "per piece" or "per use" basis of compensation, in lieu of the present arbitrary system employed by ASCAP of a sustaining fee plus 5% of station receipts.

Meanwhile, the NAB has been proceeding with its experimentation in connection with recording of a public domain library. Under the direct supervision of Mr. Baldwin, it is understood, sound recording consultants have been conducting tests looking toward recording of a public domain library of 100 hours, which would mean use of some 1,700 separate musical compositions, largely from the public domain. These works, when completed, would be turned over to the proposed new NAB corporation.

The Bureau of Copyrights has been functioning since last July as a part of the NAB under the immediate direction of Edward J. Fitzgerald, formerly with WLW and a former publisher. With a staff of a half-dozen persons, he has centralized effort upon the gathering of public domain works from the files of the U. S. Copyright Office for the creation of the public domain transcription library.

The project for incorporation is one of the phases of copyright procedure originally outlined by Mr. Baldwin in his copyright bureau plan approved April 27, 1936. This was a three-phase plan which was designed ultimately to bring about a "per use" or "per piece" basis of compensation. The first phase was that of making available to the industry a complete and accurate catalog or index of active musical compositions — a plan which has been dropped, largely because of the return of Warner publishing houses to ASCAP last year. The second phase was that of the standard public domain library, and the third the establishment of a system for "per use" payment, which the new corporate idea is designed to bring about.

Copyright Information

In his letter to the NAB board, Mr. Baldwin said the organization can well afford now "to look forward to the day when the Bureau of Copyrights should begin to distribute copyright material and information to the broadcasters." He continued:

"Before doing this, I recommend that the charter be made to contain substantially the same powers as the former Radio Program Foundation. It is my further recommendation that the incorporators be the present officers of the NAB, namely, C. W. Myers, John Elmer, Gardner Cowles Jr., Harold Hough and James W. Baldwin.

"By such action we will:—

"1. Avoid the necessity of amending the NAB Charter.

"2. Permit the Bureau of Copyrights to be operated on a self-supporting basis.

"3. Centralize all rights and liabilities in one place.

"After incorporation the incorporators would meet and elect officers for the ensuing year.

"This is a matter which I had intended to submit at the next board meeting but so far there are no matters pending which seem to justify the calling of a meeting at a cost of about $2,000. On the other hand I feel that with the progress we have made since last July and the approaching end of the first year of the Bureau of Copyrights we should take this action without further delay. For these reasons the matter is submitted by mail."

Acceptance of the separate corporation idea was not without opposition, it is learned. At the original board meeting on the broad copyright proposal, held last April 27, several board members opposed the idea. It was then estimated that to accomplish the purpose proposed some $2,000,000 would have to be expended. Mr. Baldwin, however, claimed that the undertaking should not involve anything like that expenditure.

Mr. Baldwin's plan as originally outlined was to set up an independent source of music which would free the broadcasting industry of its dependence upon copyright pools, such as ASCAP which, under existing law, are in a position to charge anything they like for their music due to lack of competition.

Last year, in projecting his Bureau of Copyrights plan, Mr. Baldwin declared the failure of the Radio Program Foundation, which set out to accomplish a similar goal, resulted from inadequate financing, lack of industry support and insufficiently experienced personnel. He insisted that the most important feature of a sound copyright program for the NAB was that of establishing an independent source of music such as was attempted in the Radio Program Foundation. His Bureau of Copyrights plan, he believes, will accomplish that goal.

How It Would Operate

At that time also, Mr. Baldwin declared that the objectives of such an independent corporation could be as follows:

"1. The purchase, sales and licensing of performing rights.

"2. The compilation and distribution of catalogs.

"3. The collecting of information with respect to public domain music and, if necessary, the making of such music available.

"4. The compilation and distribution of information regarding music (whether copyrighted, by whom controlled, and whether in the public domain) used in the manufacture of electrical transcriptions and phonograph records.

"5. Entering into agreements with foreign copyright owners and licensing pools.

"6. If necessary, the publication of music."

The Bureau of Copyrights move is entirely separate from any legislative efforts involving the subject.

There has been much activity around the NAB in connection with the copyright library. Most of the personnel has been engaged in the work at the Library of Congress in connection with public domain compositions.

With the incorporation of the Copyright Bureau, however, the actual disbursements for recording and other work must be defrayed through sale of stock within the industry. Roughly, it is expected that an initial sum of some $500,000 may be sought through subscriptions by stations.

NAB Board to Hold Meeting April 7; Convention, Copyright on the Agenda

A CALL for an NAB board meeting, to be held in Washington on April 7, was issued March 26 by James W. Baldwin, NAB managing director, in collaboration with President C. W. Myers. It will be the first session since the new board was elected at the last NAB convention in Chicago and one of the matters it will decide will be selection of the time and place for the 1937 NAB convention.

In his telegram calling the meeting, Mr. Baldwin said it would be for the purpose of appraising "current problems". Among these, in addition to the matter of the next convention, are such propositions as Congressional activity on radio, the North American Radio Conference held in Havana, copyright, and related matters.

It is considered likely that the convention will be held the third week in June. Dates which probably will be seriously considered are June 20 to 23, inclusive. If that period is not selected then the best chances are for the middle of July. Such cities as Cleveland, San Antonio, and Baltimore have been waging vigorous campaigns for the convention, with the first named city considered the best possibility because of its more central location. Chicago, convention place of last year, also is in the running as a midway point. A number of other cities have been waging campaigns but predominant sentiment still favors Cleveland.

It is expected that Managing Director Baldwin will make the board meeting the occasion for a progress report on his Bureau of Copyrights activity.

The Bureau has been functioning since last July [see article on this page], and much work has been done toward building up a public domain music reservoir. Should Mr. Baldwin outline his plans on this, it probably will embrace steps toward setting up of a recorded transcription library.

Obviously, such matters as the projected investigation of broadcasting, notably the networks, as proposed in the Connery resolution; the Wheeler-Wearin anti-newspaper ownership bill; the outburst of Senator White (R-Me.) on conditions generally and on rate regulation, and recent opinions and speeches of such figures as Vice-Chairman Stewart of the FCC, will be reviewed by the Board.

Coronation Broadcasts

SCHOOLS and stations throughout the country have made heavy demands for the script of *Appointment at Westminster*, a full-hour dramatization tracing the history of England's coronations from the year 1066 until the forthcoming event at London May 12 which the networks are planning to cover with their own announcers. The show was first presented on NBC-Blue March 7, written by Francis Wilson of the NBC script division from research by Belvins Davis of Yale. NBC and CBS will send men to London for the elaborate pickups while Mutual is planning to tie up with the Canadian network, which will get the BBC shortwave relays.

Sixth of 1935 Agency Billing Used for Radio, U. S. Learns

Federal Census Explores Business of Agencies and Finds They Placed $405,888,000 in All Media

BUSINESS placed by advertising agencies on networks, as well as for spot broadcasting and radio talent, amounted to $63,307,000 in 1935 or 15.6% of the total billings handled by reporting agencies during that year. This is the finding of the U. S. Bureau of the Census survey of advertising agency activity that year.

In the first survey of this character ever undertaken, made public March 30, the Bureau brought out that $405,888,000 represented aggregate billings to clients by agencies in 1935. Newspapers handled 37.7% of the total, or $153,152,000, while general magazines, agricultural papers and religious papers handled $107,330,000 in billings or 26.5% of the total.

The radio figure, which was not broken down as between billings for time and for talent, were computed on the basis of returns from agencies contracting for space or time on a commercial or fee basis. Broadcast advertising in all its categories during 1935 amounted to approximately $87,500,000. Thus, on the basis of the Census report, substantially two-thirds of that business, including talent, was placed through advertising agencies.

Total Payroll Estimated

Covered in the report were 1,212 establishments which had a revenue of $70,840,000. Revenue, for census purposes, represents the agencies' earnings for rendering service and does not include the amount passed on to the media owners and suppliers of material. The report was that the total payroll for these agencies was $41,186,000. Of this, $40,855,000 was paid full time workers.

Fifteen of the 978 companies which reported their billings, either in detail or in total only, received 44.2% of all revenue during 1935. The payrolls of these companies represented 58.3% of the total revenue they received while their revenue amounted to 15.1% of their billings.

The report on agencies was prepared in the Philadelphia office of the Census Bureau under the direction of F. A. Gosnell, chief statistician, by James O. Reid, in charge of the census. Mr. Reid explained it proved impossible to break down the billings for time and talent. Most of the agencies reporting, he said, lumped these figures together in such a way as to render out of the question even an approximation of the relationship of time to talent expenditures.

Employment Breakdown

Mr. Reid concluded that the agencies accounting for $405,888,000 constituted approximately 90% of the total billings reported. Slightly more than 54% of total billings for the entire country were reported by agencies located in New York. Estimating billings for the 132 firms from whom reports were not obtained on revenue receipts, it was concluded that the grand total of all billings to clients by advertising agencies amounted to slightly less than $500,000,000 for 1935.

The breakdown on agency employment, reported as of the week ended Oct. 26, 1935, showed 2,335 executives with agencies earning an average of $147 per week. Other employees aggregated 10,584, with an average payroll of $42 a week. For executives, the salary ranged from $83 average per week for the Mountain East Central and West Central Division to $171 for the Middle Atlantic Division. The average for other employees ranged from $23 for the East South Central Division to $45 for the East North Central Division.

Following is a table on billings to clients by types of media.

	Total Amount	*Per Cent of Total*
Daily newspapers at national rates . .		
Daily newspapers at local rates		
Foreign language papers		
Weekly newspapers		
TOTAL	$153,152,000	37.7
General magazines .		
Agricultural papers		
Religious papers . .		
TOTAL	107,330,000	26.5
Trade and merchandising papers . . .		
Industrial papers . .		
Class and professional papers . . .		
TOTAL	15,758,000	3.9
Radio networks . . .		
Radio spot broadcasting		
Radio talent		
TOTAL	63,307,000	15.6
Car cards		
Outdoor advertising .		
Window display (through window-display organizations)		
Other media billings		
TOTAL	23,109,000	5.7
Direct mail advertising		
TOTAL	4,118,000	1.0
Art and mechanical charges		
TOTAL	26,124,000	6.4
Promotional and merchandising material		
Store display and point-of-purchase advertising materials		
Purchase of outside creative or technical services . . .		
TOTAL	12,990,000	3.2
GRAND TOTAL	$405,888,000	100.0

Roi Tan Cigar Plans

AMERICAN TOBACCO Co., New York (Roi Tan cigars), is preparing a spot campaign which will use a varied schedule of announcements, transcribed and live talent shows on a large number of stations in all parts of the country. Lawrence C. Gumbinner Adv. Agency, New York, has the account.

Molinard Plans Radio

MOLINARD Inc., New York division of Molinard Co., France (perfumes), plans to inaugurate a radio campaign in early autumn. Network will be used if sufficient appropriation is available. U. S. Adv. Corporation, New York, is the agency.

Corpus Christi's KRIS

WITH the recent authorization of the removal of the 100-watt KGFI from Corpus Christi to Brownsville, Texas, plans are going forward to erect the new regional at Corpus Christi which the FCC approved last Jan. 27. It will be known as KRIS and will operate with 250 watts night and 500 day on 1330 kc. Its owners will be W. G. Kinsolving, publisher of the *Corpus Christi Caller-Times*, John A. Mobley and Margaret Browning, all of Corpus Christi.

Maine Potato Campaign To Include Radio Series

RADIO will play an important part in the advertising of this year's crop of Maine potatoes, according to Sturges Dorrance of Brooke, Smith, French & Dorrance Inc., New York, who has been retained by the State of Maine to work with the Maine Development Commission in handling the campaign. Previous radio and newspaper campaigns for Maine foodstuffs conducted in large Eastern cities during the last two years were so successful that the State Legislature has recently passed a bill that will levy a tax on Maine growers for each barrel of potatoes produced during 1937 and 1938, the money to be used for a more extensive advertising campaign throughout the East and Midwest. Gov. Lewis O. Barrows celebrated the passage of the bill by sending a package of choice potatoes, together with a descriptive pamphlet and a Maine cook book, to the governor of each of the other 47 states.

Plans for next fall's advertising are now being made, Mr. Dorrance told BROADCASTING, and while the details have not yet been definitely decided, it is probable that radio will be used in every major market along the Atlantic Coast and as far inland as Ohio, about 90% of the Maine potato sales being made in this area. Similar appropriations for other Maine food products are expected to result in additional advertising campaigns for the State's fruit crops and sea foods.

Fr. Coughlin to Close

FATHER COUGHLIN, radio priest who has been broadcasting each Sunday afternoon and evening over a split MBS network, will leave the air for the summer sometime in April, probably after the broadcasts of April 18, which would conclude 13 weeks on the air since the start of his new series on Jan. 24. Arrangements had been made to replace the present broadcasts, 3-4 p. m. on 21 stations and 8-8:30 p. m. on 24 stations, with a single series, 4-4:45 p. m., with the advent of daylight savings time on April 25, but it was felt that as many stations would be unable to carry these talks because of baseball schedules it would be wiser to discontinue them until fall. The talks were broadcast under the sponsorship of the Social Justice Publishing Co., publisher of the official newspaper of the National Union for Social Justice, and were placed through Albert M. Ross Inc., N. Y.

CONTINENTAL NAMES HOWARD PRESIDENT

REORGANIZATION of Continental Radio Co. Inc., radio subsidiary of the Scripps-Howard Newspapers, was announced March 22. Jack Howard, Washington representative of the organization, was elected president following the resignation of Karl Bickel, former head of the United Press Associations, who was elected chairman of the board.

The board of directors of the company comprises Messrs. Bickel and Howard; W. W. Hawkins, chairman of the board of Scripps-Howard Newspapers; M. H. Aylesworth, Scripps-Howard executive and former NBC and RKO president, and Paul Patterson, counsel for Scripps-Howard papers.

Consideration was given to a change in the name of the radio subsidiary but no action was taken. It is probable that it will become Scripps-Howard Radio, Inc.

WNOX, Knoxville, and WCPO, Cincinnati, now are operated by Continental. It is assumed that the radio company later will take over operation of WMC and WNBR, Memphis stations purchased by one of the Scripps-Howard subsidiaries and the assignment of which to the *Memphis Commercial Appeal* recently was approved by the FCC Broadcast Division.

Chilton Sells Interest In Stations to Newspaper

SALE of a minority interest in KLRA and KGHI, both of Little Rock, Ark. and both controlled by A. L. Chilton, to the *Little Rock Arkansas Gazette*, reputed to be the oldest newspaper west of the Mississippi, was disclosed by Mr. Chilton, March 23. He did not reveal the purchase price, but it is understood the newspaper has acquired about 25% of the stock of each station. Studios of KGHI have been moved into the newspaper building, while space in the same structure is also being remodeled for KLRA. Mr. and Mrs. Chilton are listed as 85% owners of KLRA, with R. E. Steuber owning 10% and S. C. Vinsonhaler, manager, owning 5%. The Chiltons owned 78% of KGHI, Mr. Vinsonhaler owning the remainder.

Preakness Sponsors

WBAL, Baltimore, has acquired exclusive broadcast rights for the racing season at Pimlico, which opens April 19, 1937. The opening race on that day will be broadcast and other feature races throughout the 15-day meet will be carried. American Oil Co., Baltimore (Amoco), through Joseph Katz Co., Baltimore, has purchased all races on Preakness Day, May 15. The Preakness, richest turf classic of the Eastern season, a $50,000 added race, is the feature race of the day. Amoco's program will last four hours and include, besides the running of all the races, a 12-piece orchestra and many variety acts from the WBAL studios. On that date WBAL will feed WMAL, Washington, the entire four-hour show. NBC-Blue network will carry the running of the Preakness, using WBAL as key station. Clem McCarthy, ace NBC sports announcer, will be at the microphone for the day's races.

Agencies and Radio as Seen by Blackett

Head of Blackett-Sample-Hummert Tells How Broadcast Business Is Handled and the Problems Involved

HILL BLACKETT, president of Blackett-Sample-Hummert Inc., Chicago, speaking on "This Business of Advertising" in his first lecture before an advertising group, delivered March 22 before the Chicago Federated Advertising Club, went to the heart of broadcast advertising from the agency standpoint, discussing it in all its phases.

As active head of an agency which led the field last year by placing $6,212,348 in network radio time and perhaps $2,000,000 in spot time, Mr. Blackett dips deeply into his fund of knowledge on the subject of radio. The stenographic transcript of the portion of his remarks dealing with broadcast advertising follows in full text:

RADIO has brought on a very serious problem in advertising. Everybody and his brother, it seems, west of Pittsburgh, come to our office with some brand new radio idea that nobody has ever heard of before; and everybody east of Pittsburgh goes to our New York office and brings in a new radio idea. That means that every radio idea that is put on the air belongs to somebody who came in from six months to five years ago and gave it to you. This has brought us nearly to the same place that the Hollywood studios are in — they won't let anybody leave an idea with them. Every envelope not properly marked, is looked upon with suspicion. It might be a radio idea that somebody left there and would come back to collect on five years from now.

Mr. Blackett

In our organization today the highest-priced men — the higher-priced men and the highest-priced men—are the men who handle the accounts and write the advertising, and not the men who get the business. That shows you that I mean what I say.

With that fundamental conception of an advertising agency, we can divide it about as follows: You have a plan man, or account executive; you have a man who writes copy—both radio and printed copy; you have a space contracting department; you have a radio contracting department; you have a radio creative department; a merchandising department; a research department; and then you have a central department. The central department is the department where they handle the plates and mats and cuts.

Broad Background

I think in addition to having a thorough and workmanlike understanding of advertising copy, a man should know the newspaper situation, we will say, in at least 100 leading towns. He should know what newspapers are there, what lineage they need for coverage, how many papers are needed. He should know how many radio stations of the 400 in America are needed. He should know whether he needs a big radio station in one market or whether he needs a small one. In some parts of the country a big radio station is most profitable, and in some, a small one is more profitable. He should know the relative pulling powers of small and large stations and the popularity of the radio stations. He should be able to give you advertising coverage intelligently in almost any major market. He should know costs and margins in a general way. There are some lines of business where 2% advertising expenditure is sufficient. There are some where, if you can't afford to spend 20%, you cannot compete. He has to know those figures.

One of the things that has complicated the advertising business today is radio and the writing end of it. In our company we try to have the same men who write printed advertising write radio advertising. There are two entirely different techniques. One is the technique of the spoken word, and the other the technique of the printed word. The type of language used, the method of approach and the way you handle your subject is entirely different. That is why, in the early days of radio, the commercials sounded like somebody getting up and reading a piece of advertising. That is because they took the advertising technique and applied it to radio, and it did not work.

Same Staff Used

Some agencies separate the two. I have a feeling that you are strengthening your advertising organization when you have the same staff writing both. After all, the strength of your agency rests in the sum total of the strength of your individuals. As an individual, I feel my best future is to be well-rounded and not to be one-sided. And so we have tried to make the men who write the printed word advertising learn how to write the spoken word advertising. That is usually done by taking plenty of time before you start and knowing what you are going to say, dictating it and then listening as it comes back to you to see if it sounds well. Some things that read well do not sound well on a radio commercial.

In our company we have made a distinct departure with the radio shows that we have on the air. Usually the men who have been writing creative advertising and the men who are planning the accounts figure out the general type —I am speaking now of dramatic shows—they want. They figure out the psychological pattern. They figure out what brackets of intelligence they are going to try to cover, or if it is a child program, what brackets of age they are going to try to cover.

Production Problems

When it comes to the production of the show. we leave the advertising business entirely and go to the theater. Practically all of our producers running the creative ends are men who have had genuine theatrical experience. Most of them come either from the London Dramatic School, with Broadway experience, or they come from Baker's "47" Playhouse; or perhaps they come from Stevens and Carnegie Institutes. But they have to have this background of theatrical training.

The ideal man is a person who has written a successful Broadway show. We have one writer who has written 17 Broadway hits. A man who has acted in a good play, a man who has produced in stock companies (the same applies to women) and a man who has written, acted and been producer of a successful play, are good for this work. Particularly good are men who have had stock company experience and who have been producers, because they have had to do a number of different things.

This field is well adapted for women. Many of our plays are written by women and today some of our most successful producers are women. In our company there are two of them. There are many other successful women producers.

Now sometimes they get off on the wrong foot, but if you will watch, you will see that 95% of the plot in the *Orphan Annie* stuff is that she is not in conflict with other kids. She is in conflict with adults, and she wins! That is the one thing that is out in front for every child. There is a heroine who comes in conflict in life with the things that defeat them, but she wins. That is why they get behind her. That is why when you make a box-cover offer, you get a half million to a million returns.

That, in my opinion, is the fundamental radio technique. I think it is perfectly possible to entertain a million people and sell none of them. I know that J. Walter Thompson have a different technique from what we have. But you will find that all the radio shows which build up an audience which does something about your product, have a following. You have one or more factors that tie into your lead. One or more factors are there which interest them so that they have a sort of loyalty toward the program and will do something for it. That is why a straight musical program which does not have some continuity does not pay as well as a combination of music and a personality that has some continuity from week to week.

Now to give you another example: A lot of radio programs are built to please everybody. Well, it is like running a corn cure advertisement that will please everybody. The only person who is going to buy a corn plaster is the fellow who has the corn, and there is no use attracting attention and trying to get a lot of people reading it who are not going to buy your product anyway.

We follow what we call a selective process. We pick out a certain stratum or group of people. We do not try to see how big an audience rating we can get. We figure out who the market is who will buy the product and how interested an audience we can get, because the amount of goods you sell from a radio program depends only in part on the size of your audience. It depends, in my opinion, on the type and degree of interest that you get.

Writing the Plugs

Your real competition today is the news competition. You are not competing with other advertisers; you are competing with the editor and his staff for the attention of the readers of the publication; and in your radio the commercials are competing with the entertainment. You are trying to make the commercials interesting enough that people will want to listen to them as well as to the entertainment and will forget that it is advertising and take it as information.

The measuring of what is good advertising and what is bad advertising is not as easy as some of the research companies would have you believe. It is a task that takes a good deal more burning of the midnight oil and it takes a much

(Continued on page 86)

STERLING'S STAFF of 500

Eighteen Programs of Big Sponsor Involve Huge Task of Preparation; 200 Actors Used

A STAFF of 500 persons prepares and presents the 18 radio shows of Sterling Products Inc., New York. Production men, actors, singers, writers and musicians are involved in the task of rounding out variety shows, selection of and permission for musical numbers, script writing, exact timing, arranging commercials and the finished programs represent a large scale industry.

More than 200 actors including such personalities as Beatrice Lillie and Ethel Barrymore, parade across the ozone footlights each week. Nearly 300 musicians are required to round out the programs which include all kinds of entertainment from drama to beauty exercises, from musical shows to amateur hours.

Bayer Aspirin, a subsidiary of Sterling Products, sponsors five programs in United States and three in Canada. Among the programs are *Manhattan Merry-Go-Round*, and *Back Stage Wife*, for Dr. Lyons tooth powder; *How to Be Charming*, for Phillips milk of magnesia creams; *MGM Movie Club*, for Watkins Mulsified cocoanut oil; Caldwell's Syrup of Pepsin *Monticello Party Line* and *Dick Tracy* for California Syrup of Figs. Blackett-Sample-Hummert Inc., Thompson-Koch Co.; Stack-Goble Adv. Agency, and Cramer-Krasselt Co., are the agencies.

Music Publishers Object to Ratings

MPPA Considers Code Plan to Stop Plugging Practice

A STRONG protest against the practice of rating musical numbers according to popularity as followed by the *Hit Parade* broadcasts of American Tobacco Co. was registered by the music publishers who met at the Hotel Astor in New York on March 17 at an industry meeting called by the Music Publishers Protective Association.

Claims that the *Hit Parade* tunes are selected on a true basis of public favor have played havoc with the sales of popular sheet music, according to John G. Paine, chairman of the board of MPPA, who said music dealers watch these ratings closely and frequently cancel orders for numbers that descend from high ranking on the programs, sometimes even returning the copies they have on hand. The popularity of the program and the widespread publicity given to its ratings have a considerable effect on the buying habits of the public, he stated, and have created a merchandising problem that the music publishers would like to eliminate.

Protests Made

Mr. Paine said that the publishers had protested without avail to Lord & Thomas, advertising agency which handles the programs, as the agency contends the sales impetus given to numbers receiving high ratings should more than offset any ill effects to selections rated less highly. The publishers, however, maintain that the method of rating, from sales of sheet music and records, frequency of broadcasts and requests made to dance orchestras, is not accurate, and that anyway, they would prefer to carry on their business without the intrusion of this extraneous element.

The meeting also urged its code commission to get as rapid action as possible from the Federal Trade Commission on the industry's proposed code, chief feature of which is a ban on payment by publishers to orchestra leaders for plugging certain numbers. This practice, according to Mr. Paine, leads to the organization of programs on the basis of finance rather than showmanship, to the subsequent loss in quality of the program, which also reflects on the station broadcasting it and its advertising value to the sponsor. There is some objection to the code by independent publishers, he said, who feel that they are under a handicap in competing with publishers owned by the motion picture interests, whose orchestra leaders are inclined to feature the numbers that are at the same time being played in motion picture houses all over the country. The independent publishers, according to Mr. Paine, feel that to compete with their picture-owned competitors they must offer extra inducements to orchestra leaders to get their own numbers played.

But Mr. Paine pointed out that last August, when every publisher was making payments in cash or at least special arrangements for every orchestra, these same independents were crying out against their inability to compete with the lavish expenditures of the movie-supported publishers, so that in either case it's the old story of competition between the big and the smaller interests.

The copyright situation also was discussed, with the consensus being that the present copyright law should be amended to bring it up to date, rather than discarded for a totally new law. For 28 years, Mr. Paine stated, the present law has been established, and its provisions have been interpreted by the courts so that everyone knows exactly what they mean. To go through all that litigation would be both costly and wasteful, the publishers contend, and they believe that three amendments will make the law adopted in 1909 compatible with today's conditions, which include sound pictures, radio, and the whole field of sound amplification unknown when the law was passed.

Changes Suggested

Their recommendations are (1) that the provision dealing with recorded music of all kinds should be modified to allow the copyright owners to market their products intelligently in this new field; (2) that there should be a clarification of the right of renewal clause to do away with half a dozen or more renewals of a single original copyright; and (3) that the provision that "performance of a musical composition on a coin-operated machine is not to be deemed a public performance for profit unless admission is charged" was all right in 1909 but is entirely out of keeping with the coin-operated devices that are used to furnish music for restaurants and other public gathering places today, which had to pay license fees when they employed live musicians but who now escape payment through the use of coin-operated phonographs.

CBS Said to Be Laying Groundwork In Hollywood for Additional Network

By DAVID GLICKMAN

REPORTS are being circulated on the Pacific Coast that CBS, with 11 national programs emanating from Hollywood this month, and several regional programs being planned from KNX for immediate release, the groundwork for two networks is being laid to compete with NBC which has its Blue and Red outlets.

It is also said that if the FCC gives consent to the transfer of KMPC, Beverly Hills, Cal., to G. A. Richards of that city, application will be made to increase the power from 500 to 5,000 watts on full time, and the station will become a CBS outlet, supplementing KNX as a point of origination for Hollywood programs. This would give CBS local facilities equal to NBC with two Los Angeles stations—KFI and KECA, which are on the Red and Blue networks respectively. Negotiations are said to be under way between Richards and CBS for such a plan, although there has been no confirmation of this report. Mr. Richards also operates WGAR, the NBC-Blue station in Cleveland, and WJR, which is the CBS, Detroit outlet.

KNX Stops Breaks

CBS is also interested in the proposed new San Diego station for which Glen Litten has made application to the FCC. Litten is owner of KSFD, San Diego, the NBC Blue outlet in San Diego, and he is said to favor adding the proposed 500 watt station to the network's Red group despite a strong pressure by CBS, which has no affiliation in that city. CBS has need for a San Diego station to supplement its 50,000 watt KNX coverage in that territory.

In the meantime CBS has served notice that it will no longer carry commercial spot announcements during the 30-second period between chain programs on KNX.

"Such periods are reserved for station identification as required by FCC ruling," explained Harry Witt, CBS Southern California sales manager in Hollywood. "Service announcements which definitely offer service or information to the listener are permitted on chain breaks but must conform strictly to the station ruling or wordage. News bulletins, weather reports and time signals are the services which fall within the classification of service announcements."

Simultaneous with this notice, the appointment of George L. Moskovics to handle national spot accounts on KNX and also to represent Radio Sales Inc., was made. He has been on the KNX sales staff for several years and succeeds Elmer D. Pederson, who resigned last month to become manager of KOL, Seattle.

NBC Considers Sites For Hollywood Addition

ALTHOUGH NBC has been offered several sites on which to erect its new Hollywood studios, none has been selected to date, according to Don E. Gilman, Western division vice-president in San Francisco, who denied reports that negotiations are under way between the network and Warner Bros., for a parcel of the latter's ten acre property on Sunset Blvd., or that the old Paramount lot on Sunset Blvd., and Vine Street, owned by Paramount Productions Inc., is being considered. Both sites are only a few blocks from the new CBS studios now being constructed on Sunset Blvd., between Gower and El Centro Streets.

NBC is greatly in need of larger Hollywood studios and office space. With the staff being added to weekly, and new shows emanating from that city, the network is faced with a problem that must be met before the end of the year. Parking facilities are also a problem considered in choosing a building site. Realizing all this, building plans, on a unit basis, which will permit use of any reasonable site, are being drafted in New York, under direction of O. B. Hanson, NBC chief engineer.

New Hollywood studios will be patterned after motion picture lots in the matter of construction, Mr. Gilman said. Most of the buildings will be one and two-story structures, and arrayed in unit style. As soon as the site is selected, construction will start. Plans to enlarge and improve the present Hollywood studios on Melrose Ave. were halted several weeks ago when Major Lenox R. Lohr, NBC president, was on the West Coast.

CBS Transfers Dolph To Hollywood Office as Thornburgh's Assistant

Mr. Dolph

BECAUSE of the rapid increase in network originations from Southern California, John M. Dolph, CBS Pacific Coast sales manager, with headquarters in San Francisco, was transferred to Hollywood and made assistant to Donald W. Thornburgh, vice president in charge of west coast operations. Mr. Dolph took over his new duties at KNX, the CBS Hollywood outlet, on March 15.

Thornburgh, in announcing the appointment of Mr. Dolph stated that it in no way affects the status of Paul Rickenbacher who has been acting in the capacity of assistant to the vice president. Richenbacker is devoting more of his time to advertising agency contacts and the operation of Columbia's increasing number of Hollywood transcontinental originations. Appointment of Mr. Dolph, who was affiliated with N. W. Ayer & Sons Inc., New York, as producer of the Fred Waring broadcasts before becoming associated with the network, does away with the office of CBS Pacific Coast sales manager. Henry Jackson who was assistant to Mr. Dolph, has been placed in charge of CBS sales in San Francisco with the title of northern California sales manager. Harry Witt is CBS Southern California sales manager.

CBS will have 11 transcontinental shows originating from Hollywood by April 18. They are as follows: R. B. Davis Co. (Cocomalt) Joe Penner; Texas Co. (gasoline) Eddie Cantor; Gillette Safety Razor Co, Community Sing; Chevrolet Motor Co., Rubinoff; Lever Bros. Co. (Lux), Lux Radio Theatre; National Biscuit Co. (Twin Stars); Lever Bros. Co. (Rinso and Lifebuoy), Al Jolson; R. J. Reynolds Tobacco Co. (Camels), Jack Oakie's College; Campbell Soup Co., Hollywood Hotel; Campbell Soup Co., Ken Murray and Nash Motor Co., Grace Moore.

Made in America Spots

MADE IN AMERICA LEAGUE, with headquarters in New York, will begin sponsorship of a series of programs over an undetermined network next month. A national spot campaign is contemplated also. The programs will consist of talks and debates by prominent men on the subject of purchasing "Made in America" products. They will solicit the cooperation of manufacturers and consumers and explain the objects of the association. Maj. Frank M. White is president of the League; Joseph Brown is secretary.

Kelvinator on 144

NASH-KELVINATOR Corp., Kelvinator division, Detroit (refrigerators), has begun using dramatized announcements, recorded by WBS, on 144 stations, placed through Geyer, Cornell & Newell Inc., New York.

Texas Goes Cosden--or How to Sell Oil

By THOMAS L. YATES
Directing Manager
Advertising Business Co., Fort Worth

Three-fourths of Oil Company's Appropriation Goes Into Radio–The Story of a Program That Grew Up

EVERY time Cosden Oil Corp. sinks more money into radio advertising, it comes up with another big peak in the sales chart. Back in 1935 the budget provided for a five-minute resume of gridiron scores on Saturday evenings. Then a traffic cop idea was trade-marked and all the kids for miles around sprouted silver badges. Finally the campaign exploded into a big-time variety program that is doing a juicy job for the sponsor. Any specific success data? Yes: 59.5% jump in a year.

WHEN sales increase 59.5% —and 75% of the advertising appropriation goes for radio — one is inclined to conclude that radio had something to do with the increase in sales. That's what Cosden Oil Corp. executives have decided about their radio advertising over WBAP, Fort Worth, featuring Cosden Higher Octane Gasoline with distribution over a large part of Texas.

Cosden's first radio advertising in their current series started in October, 1935, with a one-man, five-minute Saturday night football score broadcast by Cy Leland, well-known sports commentator and former Texas Christian University football and track athlete. Cosden Higher Octane sales that month increased 21% over the previous month. November and December, 1935, showed volume gains of 25% and 35%, respectively, over September.

Upward Go the Sales

As the Southwestern Conference football season came to a close in December, A. E. Hubbard, Advertising-Business Co. account executive who has handled the Cosden account since its entrance into the retail field, increased the Cosden radio program to 15 minutes a week.

The 15-minute program was built around the *Cosden Traffic Cop*, a registered trade-mark created by Hubbard to identify all stations handling Cosden products and to appear in all Cosden advertising.

A Cosden Traffic Cop Club was formed. The Traffic Cop made a safety talk each week and offered an oxydized-silver finished badge and booklet of safety rules to children who wished to join.

A girls' trio, named by Hubbard as "The Humming Birds", and a seven-piece orchestra rounded out Cosden's first musical variety endeavor. Herb Southard, WBAP chief announcer who worked the Paul Whiteman - Woodbury broadcasts from Fort Worth last summer, was retained as master of ceremonies.

Cosden sales continued to increase. And so did the Cosden radio show.

When the 1936 football season opened, exactly one year after his first Cosden football result broadcast, Cy Leland went back on the air for Cosden on Saturday nights. But this time he found himself surrounded by 26 other Cosden radio stars on a 30-minute variety program.

Cy's Saturday afternoon football play-by-play assignments took him to various cities over the Southwest but he was always "on time" on the Cosden WBAP broadcast. One week a special wire to Houston would enable him to conduct his part of the Cosden program. The next week he'd be in Waco, or maybe Wichita Falls, or Amarillo. His interviews with outstanding stars of the day's game gave the program a big "kick" with sport fans throughout Texas.

More characters were added to the Traffic Cop's part of the program. The orchestra was increased to 18 pieces. Two juveniles and a "mother" character joined the Traffic Cop skit and the membership applications for the Cosden Traffic Cop Club immediately increased in number.

Supplementary Media

Cosden Higher Octane sales took another upward jump that month. October, 1936 (the first month of the "new model" 30-minute Cosden broadcasts), showed a 24% gain over September, 1936. November gained 30% and December saw Cosden sales reach the largest volume they had for any month in either 1935 or 1936.

Don't get the idea that Cosden sat back and depended on their radio program to do all the work. Cosden's sales force and distributors continually worked hand in hand with Cosden's advertising. Supplementary advertising also was used. But when we consider that Cosden's retail sales volume in 1936 was 59.5% more than in 1935—and that 75% of Cosden's advertising expenditure in 1936 was for radio—one naturally gets some suspicion that radio had something to do with the increased volume.

As further indication that the Cosden program has a responsive audience, a recent telephone test survey in a selected city 250 miles from Fort Worth indicated that 59.8% of the persons interviewed were regular listeners to the Cosden program. Forty-three per cent of the regular listeners definitely stated that the Cosden radio show had influenced them to become users of Cosden Higher Octane gasoline.

Recently the Cosden show was taken to Big Spring, Texas, where the Cosden refinery is located, to participate in the dedicatory program of the new Big Spring Station KBST.

The Cosden unit last fall also appeared on a one-hour program which was put out by all three of Fort Worth's stations on behalf of the Fort Worth Community Chest. Through the combined efforts of Hubbard; George Cranston, manager of WBAP, and the writer, the three-station broadcast was arranged to include outstanding Fort Worth radio talent. WBAP, KTAT and KFJZ donated station time and talent and the following companies donated talent: Burrus Mill & Elevator, Waples - Platter Co., Bewley Mills, Cosden Oil Corp. The broadcast originated in the ballroom of the Blackstone Hotel of Fort Worth and was produced as an activity of the Advertising Club of Fort Worth.

New Gulf Spots

WITH the return to New York of Jack Latham, spot time buyer of Young & Rubicam Inc., from an extended trip through the East, Southwest and Midwest, on behalf of Gulf Refining Co., it is expected that a spot campaign for Gulf Spray, a new insecticide, shortly will be launched for the spring and summer months. Mr. Latham auditioned local live talent programs for Gulf sponsorship, and in a number of instances took options on programs. He began his tour six weeks ago with a visit to Gulf headquarters in Philadelphia, where details of the proposed campaigns were discussed.

AMOS 'N' ANDY celebrated their ninth anniversary in radio on March 19.

UP WITH THE OCTANES—Cosden Oil Corp. blames these folk for their 59.5% jump in sales. Photo shows the Texas concern's orchestra, Humming Bird Trio (at left), Traffic Cop, mother and juvenile characters at right. Insets: Herb Southard, master of ceremonies, at left. A. E. Hubbard, producer of Advertising Business Co., the agency, in center, and Cy Leland of WBAP, sports commentator for Cosden Oil.

ASCAP Struck on All Sides By Copyright Monopoly Attack

Other Victims of Society Eagerly Scan Montana, Washington Laws to Obtain New Ammunition

A SERIES of individual state legislative attacks upon ASCAP and other copyright pools, by which the states assume control over performance of copyrighted music under their police powers, have been effected with surprising rapidity during the last month.

Montana and Washington have passed bills making "per use" payment of music mandatory and requiring such combinations as ASCAP to file complete catalogs of their works with the states. In Nebraska the unicameral legislature had before it a bill (478), which likewise would require payment of copyright fees on the basis of the actual price printed on the music and striking at the very vitals of such organizations as ASCAP. There was likelihood of passage prior to adjournment.

ASCAP was run ragged following these legislative assaults, and E. C. Mills, general manager, returned to his New York office March 24 after having spent a fortnight in Montana and Washington endeavoring to block the drastic legislation. Gov. Ayers of Montana signed that state's copyright bill on March 12, and Gov. Martin of Washington signed an almost identical measure March 24, after eliminating a provision that ASCAP pay a $3,000 license fee for each county in the state and also after ASCAP counsel and spokesmen had endeavored to dissuade him.

Minnesota was speeding a bill, identical with the Montana and Washington measures through the legislative routine, having procured committee approvals. Stanley Hubbard, president of KSTP, St. Paul, was sponsoring the measure, in the hope of getting it through prior to adjournment of the legislature about the middle of April. ASCAP counsel, it is reported were in St. Paul en masse, when word seeped out on introduction of the anti-monopoly measure.

Duffy Bill Pending

Meanwhile, on the Federal copyright front, the Duffy Bill (S-7), was awaiting hearing before the Senate Copyright Committee. The measure, while providing for automatic copyright to permit American entry into the International Copyright Union, at the same time would eliminate the mandatory minimum statutory damage provision of $250 for innocent infringements of musical works and leave the amount of damages to the discretion of the courts.

There has been markedly favorable reaction to the copyright proposal advanced by Ed Craney, Montana broadcaster and operator of KGIR, who sent to every member of Congress an open letter in February laying the entire copyright controversy before that body [BROADCASTING, Feb. 15]. He proposed a bill making per piece mandatory and requiring publication of all numbers held by copyright groups. The bill was included in an open letter to Mr. Mills. Thus far, Mr. Craney has received no reply from ASCAP or its general manager.

The Washington and Montana bills, it is reported, are being snatched up by radio, motion picture and other groups in other states for possible solution of their problems with ASCAP. How many of them have been introduced is not known at this writing. It was considered likely that the Nebraska bill would be amended to incorporate certain of the Montana-Washington bill provisions. The Nebraska bill, as drawn, would make such organizations as ASCAP illegal and unlawful combinations and would stop them from collecting copyright fees except the actual price printed on the sheet of music, as against the existing nationally instituted 5% of receipts scale plus sustaining fee which is netting ASCAP an estimated $4,000,000 yearly from the broadcasting industry.

Meanwhile, ASCAP counsel sought to enjoin the Montana legislation by filing a suit in the state for a temporary injunction on the grounds of illegality. A hearing on the injunction will be sought, it is understood, with efforts made to have the case tried before a three-judge Federal court. The state, it is reported, will resist the application for temporary injunctive relief and seek to have the litigation go forward on the basis of the quest for a permanent injunction.

A similar court effort to block the Washington legislation was also understood to be planned. Schwartz & Froehlich, New York counsel for ASCAP, it is reported, are working in conjunction with West Coast lawyers in these cases. [See March 1 and March 15 BROADCASTING for abstracts of Montana and Washington bills.]

Meanwhile, the Texas Broadcasters Association, at a meeting last month, discussed the Montana bill and gave its endorsement to enactment of legislation by Congress favoring the elimination of the infringement charge and also going on record as opposed to payment to ASCAP on programs not using its music. Among other things, it commended Mr. Craney for his activity on behalf of the broadcasting industry on copyright matters but did not conclude that the Montana bill covered the copyright matter completely. A legislative committee was appointed, headed by Martin Campbell, general manager of WFAA, to handle radio matters before the state legislature.

AS ASCAP SQUIRMED — Gov. Roy E. Ayers of Montana on March 12 signed the bill passed by the state legislature placing music copyright groups under rigid state supervision and providing for the "per piece" method of compensation. At right is Rep. James Brennan, of Richland County, who introduced the bill and steered it through the legislature, even while ASCAP minions were in Helena. The Montana Governor sent the pen with which he signed the measure to Ed Craney, operator of KGIR, Butte, and a supporter of the bill.

THE NORTHWEST AND ASCAP

Montana First State to Pass Bill Forcing a Measured Service Royalty System

MONTANA won its race with Washington to be the first state to pass a comprehensive bill forcing measured service methods for payment of copyright royalties and subjecting all copyright owning groups to the "police jurisdiction" of the state.

Gov. Roy E. Ayers, called Montana's "radio governor" because he conducted his successful election campaign largely by radio when he was opposed by many Montana newspapers, signed the copyright bill on March 12. He immediately wired Gov. Clarence Martin, of Washington, urging him to sign a similar bill which already has passed the Legislature and which he did March 24.

Bills Almost Identical

Gov. Ayers was the first state executive to deliver his first annual message to the Legislature by radio. He is also Montana's first native-born governor. The House and Senate met in the evening to assure a statewide hookup, and the Ayers message was heard by tens of thousands of Montana citizens.

Action on the copyright bill was almost identical in the Washington and Montana Legislatures. The Washington House and the Montana House each passed the bill, with only one dissenting vote. The Montana Senate then passed the bill with only one dissenting vote.

In Washington a representative of ASCAP managed to delay passage, it is reported, but despite his opposition the Senate finally adopted it with but one dissenting vote.

Proponents of the measure state that the bill remedies an evil foisted upon copyright users under the guise of helping composers. A provision in the United States copyright laws makes an infringer of a copyright, innocent or deliberate, liable in the sum of $250 in damages for each number played.

It was found in Montana that ASCAP had practically a monopoly on copyrights and would not publish a list of its claimed works, so a radio station or other enterprises could avoid infringement, and constantly held the threat of a lawsuit over users of music and other works. ASCAP likewise was criticized for making preferential deals. It was stressed that users of copyrighted works were not trying to evade payment of a just charge, but that they objected to being placed in a position where they would unknowingly use copyrighted works and then have to pay too high charges or face the threat of litigation.

The bill allows two or more persons holding copyrights to pool their interests if they issue licenses or rates assessed on a per piece system. The individual author, composer or copyright holder or owner may demand any price or fee for the right to use his or her work or works. The act provides that copyright "pools" must file, free of charge, with the Secretary of State, a list of the works, the owners and prices.

This makes it available for users of copyright works to determine exactly whom to pay for each number used and will make public for the first time such lists.

The act gives the state the power to police the production and creation of music and other entertainment in that it is a business in which the public is vitally concerned. The bill prevents coercion of users of copyright works and a section authorizes the county attorney of any county where violation of the act occurs to start injunction proceedings to prevent monopolistic practices.

If defendants fail to obey, the court may appoint the county auditor as receiver for any copyrighted works and property of the defendants, tangible and intangible, that he can locate within the state. Violators of the act may be imprisoned for not more than six months or fined $500 or both.

Virginia Net Elects

WITH WPHR, Petersburg, Va., owned by the *Richmond News-Leader*, authorized by the FCC to move into Richmond, where it will begin operating in the autumn as WRNL, the election of Earl Sowers, the newspaper's promotion director, as president and general manager of the Virginia Broadcasting System took place at the regional network's annual meeting March 23. The new WRNL will be key of the network, which also will embrace WCHV, Charlottesville; WGH, Newport News; WLVA, Lynchburg; WBTM, Danville. Mr. Sowers succeeds Hugh M. Curtler, WCHV. Edward Bishop, WGH, was reelected vice-president, and S. C. Ondarcho, WBTM, was reelected secretary-treasurer.

Woman Manages KRKD

HAZEL RYAN has been made general manager of KRKD, Los Angeles, becoming the first woman in California to hold such a position. She succeeds V. G. Freitag, who will devote his time exclusively to sales-promotion work. Appointment was made by Frank P. Doherty, who recently sold the station to J. F. Burke, owner of KFVD, that city, subject to FCC approval. New manager of KRKD in private life is Mrs. Frank Jones. She has been associated with the station since 1926 starting as secretary to Mr. Freitag. Prior to her appointment as general manager she was assistant manager, sharing executive duties with Mr. Freitag and Mr. Doherty.

New FCC Rural Coverage Survey Started

Postmasters Asked For Reception Information

A SECOND comprehensive survey of rural radio coverage throughout the United States was instituted by the FCC Broadcast Division during the last week in March with the mailing of 31,000 post-card questionnaires to all fourth class postmasters.

Supplementing the so-called "allocation survey" undertaken in 1935 and completed last fall, the new analysis is more detailed than the previous study and is designed to obtain complete information on day and night reception throughout rural America. With a 75% return anticipated, the Broadcast Division hopes to have additional information upon which to base future broadcast allocations providing maximum service to remote listeners.

The fourth class postmasters, for the most part in towns of not over 400 to 500 population and serving up to 1,200 to 1,500 people, including rural free delivery routes, were asked to answer the series of questions either on the basis of their own personal experiences or a consensus of their patrons.

Data on Reception

Whereas the first questionnaire asked postmasters and some 86,000 rural radio listeners — who were circularized with the aid of Department of Agriculture lists— what their favorite stations were by call letters in order of preference, the new questionnaire inquires as to the most satisfactory service in the community in order of best reception. Moreover, in requesting the postmasters to list four stations in that order, the new questionnaire asks information for both daytime and night. It also asks if reception is clear and interference-free throughout the year in the daytime and at night and, if it is unsatisfactory, seeks an explanation. The postmasters are asked whether they own a radio receiver and, if the answer is in the affirmative, its age. Finally, they are asked for their views on radio reception.

At the Oct. 5 allocation hearings the results of the initial survey were made public for use by interested parties in arriving at recommendations. On the basis of the survey, plus the testimony of numerous witnesses and groups, T. A. M. Craven, chief engineer, and Andrew D. Ring, assistant chief engineer for broadcasting, delivered to the FCC on Jan. 14, recommendations covering far-reaching changes in existing broadcast allocations. Among other things these conclusions, still pending before the Broadcast Division, recommended reduction of the number of clear channels from 40 to 25; use of 50,000 watts on clear channels as minimum rather than maximum power; establishment of six classifications of stations in lieu of the existing four, and kindred changes [BROADCASTING Jan. 15].

There was criticism of the so-called allocation survey, however, on the ground that it was not sufficiently comprehensive and did not differentiate between day and night reception. The new postmaster survey, which should yield this additional information with respect to the 48,000,000 people constituting the rural population of the nation, is expected to make possible a breakdown between night and day coverage. Also it is designed to answer other questions raised at the Oct. 5 hearings and enable the FCC to make an analysis which will answer broadly all of these questions.

The original survey revealed that about 75% of the nation's rural listeners prefer clear channel stations because they lay down the best signals. This, in essence, showed that in order to provide good service for remote listeners, clear channels upon which high powered stations operate are a necessity. Among other things, the survey showed that when regional or local stations were within receiving range, the farm listeners tuned them first due to community loyalty and pride, as well as clarity of reception. About one-half of the farm sets were classified as modern.

Cities Eliminated

Superpower such as WLW's 500,000 watts, according to the survey analysis, was not only feasible but desirable for rural listeners. The station was the first choice of listeners in 13 states and second choice in six others. There were no objections to the service and no complaints of interference. [See BROADCASTING, Sept. 15, 1936, for analysis of first survey.]

Like the initial study, the new survey is confined entirely to rural areas and thus eliminates altogether the larger cities. The initial survey was a four-phase one, including other studies in addition to the postal and the Department of Agriculture post-card questionnaire lists.

The FCC selected the fourth class postmasters as a typical cross-section of rural opinion. It also wanted to circularize the Department of Agriculture's list of 86,000 on its crop reporting rolls. On March 5, however, Harry L. Brown, Acting Secretary of Agriculture, informed the FCC that new conditions made it necessary to withhold the authorization requested. Those on its crop reporting list, he said, already are heavily burdened with their own crop work and the Department did not feel free to ask them to participate in the radio survey.

Some disappointment is felt by the FCC over this refusal. However, it is thought the results of the postmaster survey will be adequate. If it is found the results are not sufficiently comprehensive, it is likely the Broadcast Division will renew its request to the Department of Agriculture for the crop reporting list.

Unlike the last survey, the Broadcast Division does not plan to make public the individual post-card returns. Unquestionably, it will announce the actual results. There was some criticism of the disclosure of the individual cards for examination and it is thought that the results themselves should serve the purpose.

Failure of the Department of Agriculture to agree to cooperate obviously will be frowned upon in broadcasting circles. The whole proposition of the survey, it is emphasized, is that of finding means to improve reception for rural listeners in the new allocation to be devised. The fact that the initial survey showed the necessity for high-power stations generally, will have a bearing on these allocations. By obtaining a broader cross-section of rural opinion through the proposed Department of Agriculture cooperation, it would be possible more effectively to gauge the needs for facilities both day and night, since the initial survey did not distinguish between the two.

In the initial survey, 104,841 post-card questionnaires were sent out and a total of 48,365 reply cards was received. However, the usable cards totaled 33,749, or approximately 30% of the aggregate mailing.

Answers Complaints

One of the loudest complaints against the questionnaire phase of the initial FCC survey came from non-clear channel stations, primarily the regional group and the local group. They contended it was not unbiased, since it covered only listeners in the deep rural areas who live remote from the cities in which regional and local stations are located and who obviously could get service only from clear channel outlets. It was because of these and other complaints that the new survey finally was decided upon.

The information from the initial survey has proved valuable not only to the broadcasting industry but to both advertiser and agency groups since it provides information heretofore not available. Rural population of the country as of Jan. 1, 1935, totaled 32,779,000, according to Department of Agriculture estimates. This represents approximately one-fourth of the nation's population of about 130,000,000 estimated on the same date.

In addition to the population of the purely rural areas, the Department estimates that another 12,000,000 of "small town" population, usually classified as rural, lives in areas located contiguous to cities. Agricultural experts, therefore, estimate that not one-third but possibly closer to 45% of the nation's population is non-urban. There are 6,700,000 actual farm families among the 31,000,000 families in the country as a whole.

Farm income, or annual turnover, according to estimates of the Department of Agriculture made last September, amounted to $8,500,000,000 for the preceding year or about one-sixth of the nation's aggregate commerce of some $48,000,000,000.

FCC's Letter to Rural Postmasters

DURING February, 1935, you received a questionnaire card requesting certain information concerning radio broadcast reception in your community. The high percentage of returns from this questionnaire was gratifying and the information obtained was very valuable. It is now requested that you supply additional information on day and night reception for the guidance of the Federal Communications Commission in improving broadcast reception in your community. Your answers to the questions may be either your personal experience or a consensus of opinion of your patrons. (Kindly return the card within two weeks even though you may not be able to supply all the information.)

(1) Give the call letters of the radio stations *which you can hear most satisfactorily* in your community in *order of best reception* in the DAYTIME: (1)_____ (2)_____ (3)_____ (4)_____; at NIGHT: (1)_____ (2)_____ (3)_____ (4)_____.

(2) Is reception clear and free from interference throughout the year in the DAYTIME _____ at NIGHT _____? (Check) If not, please explain wherein it is unsatisfactory, in the DAYTIME_____ at NIGHT_____

(3) Do you own a radio receiver?_____How old is it?_____

(4) Are your answers from your own observations?_____or a reflection of the opinions of your patrons?_____(Check)

(5) Any further remarks on radio reception_____

Toronto Named Center Of Dominion Programs; Higher Power Planned

By JAMES MONTAGNES

TORONTO on April 1 becomes headquarters of Canadian broadcasting as a result of a nation-wide inspection tour made by Maj. Gladstone Murray, general manager of the Canadian Broadcasting Corp. All national and regional productions have so far been arranged at Ottawa, but the staff is being moved from the capital to Toronto, with a new chief for the Toronto area. He is George Taggart, production chief at Ottawa, who six years ago was a crooner on a small Toronto station, CKNC. Stanley Maxted and Rupert Lucas, in charge of Toronto and regional stations since the days of the Radio Commission, will serve under Mr. Taggart until their status is determined.

Montreal will be headquarters for all French productions, and as subsidiary production centers Halifax, Ottawa, Winnipeg and Vancouver have been named by Maj. Murray. The CBC will concentrate on the two largest Canadian cities where most talent is available. Jean-Marie Beaudet will be in charge at Montreal.

There is no definite date set when stations will have increases in power to 50,000 watts, but it will be soon, Murray intimated. The CBC has no objections to privately owned stations increasing their power, but with only a limited number of clear channels available for Canadian broadcasting, the CBC feels it should have these channels and the high powered stations to occupy the bands.

Internationally, Gladstone Murray stated Mexico has been asked to take XERA off Canada's cleared channel used by CRCT, Toronto.

AMONG the 10 "handsomest men" in Omaha, the *Omaha World-Herald's* special jury picked John Gillin Jr., manager of WOW and president of the Nebraska Broadcasters Association, as tops among the city's business men—and his picture was published with the nine others March 24.

Louisville Stages Speedy Comeback

Good Share of City's Stores Enjoy Improved Business

A RAPID recovery, described by the Red Cross as the most amazing comeback ever staged by any American city following a major disaster, has taken place in Louisville and WHAS reports not only full restoration of normal schedules but a sizable increase in business over the same period a year ago.

The rapidity of Louisville's recovery is revealed in graphic figures of a special survey conducted for WHAS by Montgomery Associates, showing that more than 90% of retail food and drug outlets were operating normally March 12 and that the majority (58%) of these retailers are enjoying increased volume, and that 26% of the reopened stores are doing normal business.

A summary of the special WHAS survey shows: Number of grocery stores in Louisville, 1000; number affected by the flood, 60%; number of stores in flooded area now open (March 12), 75%; number of stores in process of reopening, 20%; total 95%, or 570 stores out of the 600 in the flooded area. All chain stores reopened by March 6.

Number of drug stores in Louisville, 210; number of stores now open, 91%, or 190; number of stores affected by the flood, 60%.

Business Improves

Business conditions of the 190 stores now open, compared with the same period during 1936, give the following results: Stores showing increase in volume of business, 58%; stores doing normal business, 26%; stores below normal, 11%; stores not contacted, 5%.

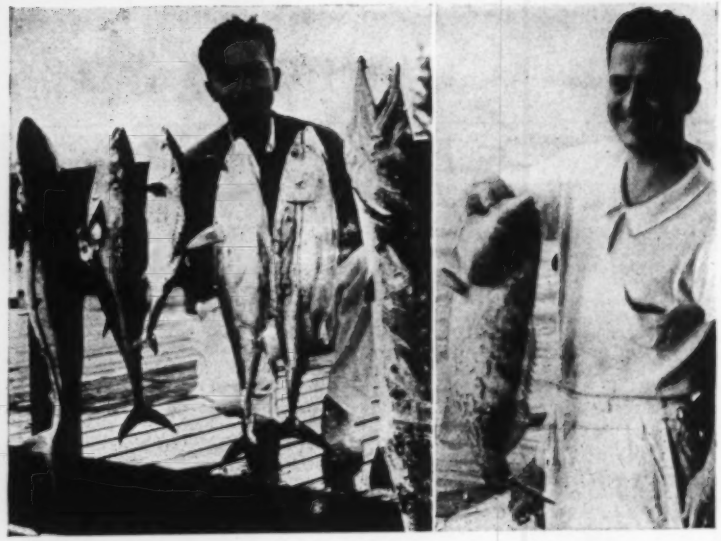
The city's newspapers, the *Courier-Journal* and *Louisville Times*, owners and operators of WHAS, report national lineage (foods, drugs and general) running approximately 30% ahead of national figures for the comparative period last year.

On Jan. 1, 1937, Louisville had actually regained 98% of her predepression prosperity. Bank clearings for January and February, embracing the flood emergency, exceeded the same period of 1936 by approximately $35,000,000. Every Louisville industry, excepting a few isolated plants, is operating at pre-flood normal.

Employment is normal, and better in most cases, for offices, stores, and factories are working their normal forces, while industries producing home furnishings and equipment are operating overtime. All transportation lines are normal. The total flood damage in Louisville, of all descriptions, will reach $50,000,000.

P & G Contest Spots

DURING the last week in April and the first week in May Procter & Gamble Co., Cincinnati (Camay), will use daily announcements on a long list of stations in all parts of the country to call attention to its current contest (25 auomobiles plus trailers plus gasoline for the best letters on "Why I Like Camay") and to advertise a special merchandise offer. Pedlar & Ryan Inc., N. Y., is the agency.



FLORIDA FISHING—Was excellent this season, and radio men who follow the piscatorial pastime did their share. At right is Hal Leyshon, chief of WIOD, Miami, with 15-pound Grouper which was part of a big catch taken off yacht of Gov. James Cox, on an expedition which included Gov. Cox and C. W. Horn, NBC director of research, who took the picture. At left is Walter Haase, studio manager of WDRC, Hartford, with a day's catch of shark, bonita and barracuda.

WLW to Be Key of New 'Quality Group' Formed as Sponsors' Proving Ground

WITH operations scheduled to begin April 1, WLW will become the key of what promises to be a new radio "Quality Group" comprising the Cincinnati 500,000-watter, WHN, New York, WFIL, Philadelphia, and KQV, Pittsburgh.

Pursuing a plan outlined by William S. Hedges, vice-president of Crosley Radio Corp. and general manager of WLW and WSAI, arrangements have been completed for a permanent wire hookup for the stations so they can be made available to advertisers as a test group as well as to interchange sustaining programs. Transamerican Broadcasting & Television Corp. is the exclusive sales agent for the hookup.

Mr. Hedges declared March 23 the arrangements have been made primarily to provide a new program source for WLW. Discussing the affiliation with WHN particularly, he said he believed a station located near the center of population with power sufficient to serve a very large portion of that population "will greatly augment its usefulness by being able to provide programs of its own produced in New York.

"We feel that WLW will become even more useful as a proving ground for new broadcast advertising campaigns since it is possible for clients whose advertising activities are handled from New York headquarters to have immediate and direct supervision over their programs."

The line cost between New York and Cincinnati, understood to run approximately $7,000 a month, will be absorbed by WLW. Arrangements, however, have been made with WHN, KQV and WFIL to take programs originating either in Cincinnati or New York. This will give these stations not only a new program source but likewise a source of additional revenue since it is expected that advertisers who desire not only to test the markets served by WLW and WHN will also desire to test Pittsburgh and Philadelphia at the same time.

While full details were not available, it is understood WLW proposes to recapture a portion of the line costs through arrangements with the other stations whereby they contribute a limited amount of commercial time and a percentage on all other commercial time sold on the line.

Whether WLW ultimately will withdraw from Mutual, with which it is affiliated, is still problematical. This report has been current in radio circles but is neither denied nor confirmed by WLW. The fact remains that WLW continues to feed programs to and accept them from Mutual.

WFIL also is affiliated with Mutual. There is the possibility that Mutual will switch to some other Philadelphia station, such as WIP, in the event the former station remains a part of the WLW "Quality Group" hookup.

The arrangement with WHN developed after negotiations had been carried on with WMCA and WNEW in New York as well as with the Loew's station.

The arrangement between WLW and WHN was consummated March 16 by Mr. Hedges with Louis K. Sidney, managing director of WHN. There will be no combination rates, the advertiser paying the full card rate of stations used. Transamerican, as exclusive agent, will have the right to record programs from the wire for use on other stations. E. Katz Special Agency will continue to represent WHN for all independent business.

The deal also makes available to WLW a new source of talent, through the Loew's Theatres and Metro-Goldwyn-Mayer connections of WHN, which was probably the deciding factor in the selection of this station from the group of New York independent broadcasters by WLW. Since the lines between the two stations pass through Philadelphia and Pittsburgh arrangements have been made to have WFIL and KQV available to advertisers wishing to include them in the hookup. The whole arrangement is frankly an experiment; there are no signed contracts nor obligatory features; the details will be worked out as the plan progresses. If it is successful, and a number of advertisers are said to be keenly interested, the set-up will be allowed to develop normally; if it doesn't pay its way it can be discontinued at any time.

LAFOUNT ACQUIRES INTEREST IN WORL

PURCHASE of a 40% interest in WORL, Boston, was effected by Harold A. Lafount, former Radio Commissioner, on March 25 in a transaction in which he took over general supervision of the station. The purchase price was understood to be in the neighborhood of $20,000.

Mr. Lafount acquired 30% of the stock from George A. Crockwell, former Boston shipping man, and 10% from Robert C. Nordblom, of Boston, both of whom have been in active management of the station since its purchase from the Babson organization about a year ago. Crockwell and Nordblom retain the majority stock holdings but relinquish active management. Gerard H. Slattery, general manager of WCOP, Boston, in which Mr. Lofount also is interested along with Arde Bulova, New York watch manufacturer, has taken over temporary management of WORL. The station operates on 920 kc. daytime with 500 watts power.

Mr. Lafount also holds minority interests in WTFI, Athens, Ga., which is slated for removal to Atlanta with the call WAGA; WNBC, New Britain, Conn., and WELI, New Haven, Conn. Mr. Bulova is associated with him in all of these ventures with the exception of WORL.

WTFI is expected to join the NBC Blue network by Aug. 1, following its removal to Atlanta. The *Atlanta Journal*, operating WSB, also has a financial interest in the station and it will be under the general management of Lambdin Kay, executive head of WSB.

'Five Star' Renews

RENEWAL for another year of *Five Star Final* over eight stations of the Inter-City Network is reported by Bertram Lebhar Jr., sales manager. New contract with Remington-Rand Inc., Buffalo (typewriters and business machines) calls for five nightly broadcasts of 15 minutes each, which start at 8 p. m. effective March 29, and one half-hour Sunday broadcast at 9 p. m. Philip Barrison continues as director and Milton Lewis heads the script staff.

Goodall Uses Spots

GOODALL WORSTED Co., Sanford, Mass. (Palm Beach suits), has begun a spot campaign on southern stations which will progress northward as the summer season approaches. Lawrence C. Gumbinner Adv. Agency, New York, is agency.

"Cut out those announcements if you want to keep healthy!"

Another page from the 12-year record of public service that has made WHO a vital factor in the daily life of the mid-west.

Shortly after 10, on the morning of May 27, 1925, the following bulletin is flashed over the air by Bobby Griffin, WHO announcer:

"Attention! All peace officers, State of Iowa. The Cottage Grove State Bank in Des Moines, has just been held up and robbed by four or five men, driving a Paige sedan. Their descriptions follow . . ."

Throughout Iowa and adjoining states, police officers and thousands of other listeners are instantly on the alert. Near Woodland Cemetery, Des Moines, a listener sees four men change from a Paige sedan to a Marmon. Following them until they leave town headed south, he then notifies the police.

WHO carries on: *"Bandits have switched to a Marmon. Heading south. Be on lookout . . ."*

Around noon, through the WHO switch board, comes a muffled phone call to announcer Griffin—"If you wanna stay healthy, cut out puttin' them police bulletins on the air." Later the warning is followed up by an attempted attack on Griffin as he leaves the studio to eat. But WHO carries on.

In mid afternoon, at Bethany, Missouri, Constable Arthur Stanley recognizes the bandit car. Word immediately comes by telephone to WHO.

WHO carries on: *"Bandits sighted at Bethany, Missouri. Still driving Marmon. Have switched to Missouri license plates."*

At Avenue City, Missouri, police officers, awaiting the approach of the bandit car, order it to halt. The car speeds by. A gun battle follows. The car ends up in a ditch. The driver, stuck in the car, is captured. Another, badly wounded, is soon caught. Two others escape across fields.

WHO carries on: *"Be on lookout for two bandits escaped from gun battle with officers at Avenue City, Missouri. Wanted in connection with bank robbery at Des Moines this morning."*

Just outside St. Joseph, two strange men ask a WHO listener to give them a lift. Before many hours have passed, they are arrested in Kansas City.

Shortly thereafter the fifth member of the gang, who had been telephoning threats to WHO, was picked up in Des Moines.

By December 5, 1925, all five men had been sentenced to the Iowa State Penitentiary for terms running from ten years to life, bringing to a complete and successful conclusion, the first instance in which radio aided Iowa police in the apprehension of criminals.

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

In Iowa, WHO pioneered the use of radio to combat crime. Today, the result is a very elaborate and efficient state and local police radio system. However, even today, county sheriffs and state officials often call on WHO to aid them in running down criminals.

Thus for over 12 years, WHO has been helping take the profit out of Iowa crime. Such consistent public service has developed a strong tie of friendship between WHO and mid-west radio homes—a friendship reflected for example, in the tremendous response to sales messages broadcast over WHO.

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. MALAND, MANAGER — PHONE 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

XUM

Legislators Hit Their Stride Numerous Radio Bills Pending

Diverse List of Proposed Laws Pending in Congress; Adjournment Nears for Many State Legislatures

A WIDE range of legislative proposals affecting every conceivable aspect of broadcasting operation is pending in Congress and in the various state legislatures, according to an analysis as of March 22.

In Congress are pending 36 separate measures having to do with radio. In the various state legistures, there are upwards of 125 bills. Most of the legislatures will adjourn within the next few weeks and, from the present outlook, the bulk of the measures will die with adjournment.

Outstanding among the bills before Congress are those dealing with copyright and with proposed investigations of radio. The Duffy copyright bill (S-7) and companion measures in the House are still pending before their appropriate committees but with indications that efforts will be made to rush them through Congress. There is also likelihood of a new copyright measure designed to eliminate allegedly extortionate practices of copyright pools, which is expected to carry the full endorsement of users of copyrighted works.

Who Shall Rule?

Food and drug legislation is proposed in a half-dozen bills pending in Congress [see article elsewhere in this issue]. With the Copeland Bill (S-5) already passed by the Senate, a fight now looms in the House over the jurisdiction provision, that is, whether the Department of Agriculture or the Federal Trade Commission should administer the proposed new law.

Considerable interest in the House centers around the Wearin Bill (H-3892) proposing complete divorcement of newspapers from broadcast station ownership. It is now pending before the House Interstate Commerce Committee. However, presentation of this issue in the Senate is expected to evoke greater interest, since Senator Wheeler (D-Mont.) several months ago stated his intention of introducing such a measure. His activity in connection with the Administration's Supreme Court proposal has tended to delay his planned radio legislation.

State radio legislation includes bills covering restrictions on advertising, food and drugs, banning of liquor and small loan advertising, restrictions on auto radio reception, censorship and libel and slander, fees against broadcasting stations and a host of bills proposing state taxation of broadcast advertising revenue. Most of the latter measures have been thrown out in the past on the contention that radio is an instrumentality of interstate commerce and therefore is subject only to federal rather than state jurisdiction for purposes of taxation and regulation.

The most significant development in legislation by the states has been in connection with copyright. In Montana, a bill severely restricting such organizations as ASCAP, making mandatory "per piece" payment of royalties, and requiring posting of all copyright numbers by copyright groups with the Secretary of State, was swiftly passed and signed by Gov. Ayers. It is now a state law, but ASCAP has applied in the federal courts for a permanent injunction restraining the state from making the bill effective. In Washington state an almost identical measure has been passed and on March 24 was signed by Gov. Martin. In Iowa and Nebraska, anti-monopoly copyright bills have been introduced and indications are that several other states will consider measures along the lines of the Montana and Washington bills.

Ten Cents a Word

In the New York state Senate a new departure in censorship is proposed in a bill which would authorize the state board of motion picture censors to scan broadcast advertising copy beforehand and to delete "any matter which in its opinion is calculated to deceive, is misleading, false or otherwise not in the public interest." The state motion picture division, moreover, would be authorized to exact a charge of 10 cents a word for reviewing such matter! Only news broadcasts are exempted.

Next in importance are a series of libel and slander measures offered in nine states. The Indiana Legislature already has enacted a bill (S-80) placing radio stations on equal footing with newspapers in cases where responsibility for libel or slander uttered over their facilities are involved.

Taxation bills proposing sales taxes or gross income taxes have been introduced in 14 states. In Oklahoma, a bill for a 10% radio gross tax was killed and in Utah a similar measure for a 2% gross tax was killed. Indiana has pending a $25 daily tax on programs. Alabama enacted a sales tax law but exempted radio.

The Indiana Bill dealing with libel and slander, among other things would extend to radio and television stations the legal right to purge themselves before suits for slander or libel and set up means for retraction. It would require written notice before aggrieved parties could file libel or slander suits against radio or television stations. Retraction within 10 days by the station would prohibit recovery. The bill was signed by the Governor March 2. [See Feb. 1 BROADCASTING for text of bill].

Bills in Congress

Following is a list of bills pending in Congress by number, author and subject:

Senate — S-5, Copeland, food and drug bill; S-7, Duffy, copyright; S-10, O'Mahoney, licensing corporations; S-273, Logan, administrative court; S-414, Nye and King, Federal Trade Commission; S-721, Borah, licensing corporations; S-1077, Wheeler, Federal Trade Commission; S-1353, Walsh, operators' licenses; S-1369, Capper, liquor advertising.

House — H-13, Culkin, liquor advertisements; H-30, Dickstein, alien artists; HRes-61, Connery, investigation of radio; HRes-Connery, investigation of CBS, NBC, et al; HRes-79, Sirovich, Department of Arts; H-300, Chapman, pure foods, etc.; H-2240, Celler, administrative court; H-2695, Moser, copyright; H-3004, Bloom, copyright; H-3033, Scott, board of applicants for time; H-3038, Scott, defamation in broadcasts (relieves broadcasters from liability); H-3039, Scott, setting aside time for educational etc. broadcasts; H-3140, Culkin, liquor advertising; H-3143, Lea, Fed. Trade Commission; H-3892, Wearin, newspaper licensees; H-3898, Lea, operators' licenses; H-4281, Celler, shortwave government station; H-4726, Patman, anti-trust laws; H-4738, Culkin, liquor advertisements; H-5038, Anderson, 5-year broadcasting licenses; H-5275, Daly, copyright; H-5286, coffee, pure foods etc.; H-5300, Maloney, testimonials; H-5376, Welch, station operators; H-5414, Towey, foods, drugs etc.; H-5458, Jenckes, drugs; H-5548, Dickstein, artists immigration.

Bills in Legislatures

Following is a list of state bills involving radio by designation and subject matter:

Dentist Advertising—California, A-2604; Kansas, H-495; Maryland, S-186 (passed Senate); Massachusetts, H-889; Michigan, S-83; Vermont, S-19; West Virginia, H-83.

False Advertising (including radio)—California, H-288 and 1687; Colorado, H-70; Georgia, H-207 and H-208; Illinois, H-346; Iowa, H-201 (favorably reported in House); Maryland, H-289; Massachusetts, H-1294; North Carolina, S-310 (passed Senate, favorably reported in House); Pennsylvania, S-877 (stations exempt).

Pure Foods Advertising—California, H-2271; New York, S-594, H-926, H-928 and H-1399; Washington, H-377; Tennessee, H-859 and S-583.

Liquor Advertising — Arkansas, H-328 (law); California, S-437 (Board regulates); Michigan, H-345; Minnesota, (50% tax on) S-566 and H-646; North Dakota, H-373 (law); Oregon, H-9 (killed); Texas, H-267; Washington, (prohibits all) H-54 (killed) and H-124; Wisconsin, A-517.

Small Loans Advertising — Illinois, H-477; Massachusetts, S-34, S-147, H-478 and 930; New York, H-407 and S-325; North Carolina, H-193; Rhode Island, S-20 and H-539; Tennessee, H-31.

Amateur Licensing — Connecticut, H-602 (killed); South Carolina, H-7 (killed).

Autos (radio operation)—Arizona, S-91 (shortwave); Idaho, S-37, 72 (passed Senate, favorably reported in House); Iowa, S-313; Washington, S-362.

Artists — California, H-1116, contracts; California, H-2184, employment fees; California, A-733 and 736, employment agencies; New York, A-130 and 344, employment agencies.

Copyright (monopolies) — Iowa, S-289 (enacted); Montana, H-396; Nebraska, 478 (passed by both Houses); Washington, H-480 (Enacted).

Censorship (government regulation) — Michigan, H-344; New York, S-1448 and A-2031; Washington, S-312.

Contest Tax—New York, H-956.

Fees Against Broadcasters—Washington, S-312.

Government Stations (Police)—Connecticut, S-108; Indiana, S-82; Iowa, S-313; Minnesota, H-632 (favorable report) and S-780; North Carolina, H-914 (passed House and Senate); Virginia, S-13 (law); West Virginia, H-357 (law). Government Stations (State Industrial Commission)—North Dakota, H-278. Government Stations (State University) — California, H-188.

Interference With Radio — Connecticut, (auto suppressors), H-543; Iowa, H-201; Nebraska, 217 and 127; New Hampshire, H-250 and H-241 (killed); Oklahoma, H-398.

Intercepting Signals—Oklahoma, H-277.

Libel and Slander—California (station not liable), S-785 (Passed Senate) and A-1390 (repeal of law); Connecticut, S-371, 981, 1040 and H-578 (killed); Indiana (retractions), S-80, became law; Iowa, S-244 (due care doctrine); Kansas, S-62 (passed Senate), and H-73; New York, S-1390 (group); Oklahoma, H-341 (favorable report); Washington, H-448 (group); West Virginia, H-392 (liberalling.)

Power (Auxiliary necessary)—Pennsylvania, H-280.

Advertising Programs—Michigan, H-344 (requires filing with State); New York (use of court), S-176, and H-197 (killed); New Jersey, S-117, court proceedings prohibited (passed Senate); West Virginia, H-392, credit impairing; California, SJR-15 (asking Congress to ban crime plays), H-2019 and 2020; Washington, S-30; Washington, H-255, sexual matters; Massachusetts, dog racing, H-1452, California, horse racing, S-157; Indiana, H-128; Illinois, H-398.

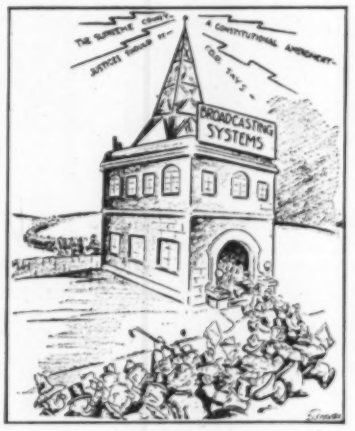
Regulation—Washington, S-312.

Right of Privacy — New York, S-1697 (one year limitation on action).

Taxation —Alabama, H-179, sales tax (became law but exempts radio); Colorado, S-295 and H-487 (introduced by title only); Georgia, H-176 (2% gross on all business), H-675 (2% privilege tax on business); Idaho, H-143 (2% gross on professional and personal service except interstate); Indiana, H-159 ($25 daily tax on programs); Kansas, H-345 (2% on radio advertising), S-364, 3% on gross of "radiocasting", (unfavorable report), and S-514 (2% on radio advertising); Missouri, H-6 (2% on radio gross but amendment eliminated this tax); New York, S-1448 (10c a word on radio commercial advertisements), and A-2031 same tax; North Dakota, S-80 (2% on gross sales of "communication services to retail consumers or users", became law; Ohio, H-279 (10% radio gross); Oklahoma, H-14 (10% radio gross on "radiocasting", killed); Utah, H-23 (2% gross, killed); Washington, S-313 (2% intrastate radio gross); West Virginia, S-159 (1% gross).

Towers (lighting)—New York, S-96 (no colored lights near highways); Pennsylvania, H-280.

The Big Parade



Elderman in *Washington Post*

CALIFORNIA LIBEL MEASURE IS VOTED

CALIFORNIA State Senate in Sacramento on March 23 passed Bill No. 785 proposed by Culbert L. Olson which prevents broadcasting stations from being liable for statements made by political speakers. Vote was 30 to 8. The bill provides that "no person, firm or corporation owning or controlling a broadcasting station shall be liable for statements made by any speaker discussing political matters except when the person, firm or corporation owning or controlling the broadcasting station affirmatively declares that such statements are made for and in behalf of such person, firm or corporation."

"Persons making the statement should be responsible for them," Senator Olson said in arguing for the measure. "You may hire out a hall for any kind of a speech and not be held liable for anything said in that hall. The same kind of rule should apply to radio stations."

Senate has also adopted a resolution calling on Congress to enact Federal legislation censoring radio broadcasts involving crime stories. Resolution, proposed by Senator Ed Fletcher of San Diego, stated that "during the last ten years radio stations have been broadcasting without discretion or restraint, programs romanticizing nefarious exploits of criminals" and that these broadcasts are swaying many persons of impressionable mind to emulate the deeds of the air characters.

IN THE March 1 issue of BROADCASTING, it was reported that Frank Quinn had replaced F. W. Meyer as manager of KLZ, Denver. This was in error. Mr. Meyer has not relinquished the executive post but has appointed Mr. Quinn as his national sales manager. BROADCASTING regrets the error.

SOL— WE DON'T HAVE ANY COPY FROM WLS FOR APRIL
Gate

Gate— Why not make an Ad out of this letter with the little Cowboy cut they used Mar. 1. Looks like everyone from WLS is down in Phoenix anyhow.
Sol

Phoenix, Arizona - March 15, 1937.

Broadcasting Magazine
Washington, D. C.

Dear Sol and Marty:

I've been down in Phoenix for the past several days, and haven't had any time to get copy ready for our April 1st page. I'd like you to go ahead and fix one up from some of our dope you have on hand.

The interesting thing down here just now -- is the way KOY is "stepping out." Phoenix has certainly taken KOY to its heart and anyone interested in radio couldn't help being thrilled with what the station is doing and what people locally are saying about it.

Last week was officially "inaugural week." We've just completed new studios, installed all new equipment with a new transmitter, and new vertical radiator and joined the Columbia Network. This has been "open house week." For instance, four of the service clubs, Kiwanis, Exchange, Lions, and Rotary, hold their regular weekly meetings in KOY studios this week. Lunch was served them in the studios and their programs were broadcast. Four hundred of the active business and professional men of the city attended this "house warming."

Tonight the Chamber of Commerce holds its annual spring banquet. Mr. Butler is guest speaker, and this program, too, is being broadcast over KOY. Last night, in addition to the Columbia salute over the network, we had an hour and a half local dedicatory program. It was a knockout. On this one program, three hundred and fifty people took part, all Arizona talent. And it is talent -- as fine as you'd hear anywhere.

On this program was the Phoenix Union High School chorus of 160 voices, and the A Capella choir from the Arizona State Teachers College at Flagstaff. This is the group that broadcasts Easter morning over NBC from the Grand Canyon. The band was from the State Teachers College at Tempe and they rate just as high as the others. Governor Stanford was honor guest and spoke during the program, and numerous other features of local and state interest were included.

Phoenix is certainly KOY conscious. I've never heard people more flattering in their comments about anything than those here have been about KOY. Harold Safford, WLS program director; Homer Courchene, WLS chief engineer; and Pete Cooke, of our sales staff; are all down here. Eddie Bill, of WMBD, is also here, so it's just like old home week. Will have to be getting back on the job soon, and I hope the folks here will be as sorry to see us go as we will be to leave.

Sincerely,
Glenn Snyder
Glenn Snyder

WLS THE PRAIRIE FARMER STATION
50,000 WATTS
870 KILOCYCLES CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

KOY PHOENIX ARIZONA
THE VOICE of ARIZONA
1000 Watts Day
500 Watts Night
1390 KILOCYCLES
BURRIDGE D. BUTLER, Chairman
EARL NIELSEN, Manager

XUM

Puffers of the Briar--A Disc Audience

Edgeworth Evolves Tobacco Time Promotion

Grandma may have smoked a pipe. Her high-stepping debutante granddaughter may or may not puff at a fragrant briar, but both are likely to find something to their taste in the *Moments You Never Forget* disc series that Edgeworth is sponsoring. While aiming mainly at the male members, Larus & Brothers Co. has also directed its appeal to the whole family circle. Now in its second 13-week, the program is pulling and pipe smokers are pulling—on Edgeworth—and the merchandising job is pulling local dealers into line, so all is well on the Richmond front, where Edgeworth is produced.

WHILE giving its *Moments You Never Forget* disc series on 26 stations a decided masculine appeal, Larus & Brother Co., Richmond (Edgeworth pipe tobacco and Domino cigarettes), once a major network advertiser, offers something for the whole family in its weekly half-hour on a transcontinental list of stations. The series is simply and inexpensively merchandised to dealers and publicized to listeners.

Starting last fall with eight stations, the success of this specialized job of radio advertising is perhaps best indicated by the fact that in addition to a 13-week renewal, 18 new stations were recently added to the list, nearly trebling the original schedule. The program is now going strong in 26 major markets from coast-to-coast, reaching a large and responsive audience of pipe smokers.

Pipes for Wrappers

There is nothing remarkable about this, for it is a good show that Edgeworth puts on each week, one packed with everything that appeals to the masculine taste. In a single half-hour are included many ingredients to tempt the radio appetite. Each week there is a dramatized episode of the most memorable event in the life of a famous adventurer, explorer, reporter, writer, soldier of fortune or scientist. Among those whose experiences have been reenacted are Edwin C. Hill, Capt. Bob Bartlett of Polar fame; Lou Little, Columbia U football coach; Lowell Thomas; "Bring 'em Back Alive" Frank Buck; Rex Beach, Simon Lake, submarine inventor. In addition, there are frequent musical numbers by Howard Scott's orchestra, Virginia Page and vocal trio, the Lee Brothers.

Alois Havrilla does the announcing with John B. Kennedy acting as master of ceremonies. Another popular feature is the personal thrill experiences of listeners. Each week the most exciting story sent in by the radio audience is read over the air. Hence there are blended into a pleasing mixture, big names, thrilling adventure, musical variety and radio showmanship.

One of the examples of good merchandising back of the program is a pipe offer, made for a number of weeks. A pipe worth $1.50 was given to every person who sent in 10 inside wrappers from Edgeworth tobacco tins. This was no ordinary pipe, but one of exceptionally fine manufacture which is pre-smoked mechanically so that it comes to the user evenly and correctly caked. The offer produced many new and consistent users of Edgeworth owing to the fact that the smoker was required to consume ten tins in order to obtain the pipe. Responses to this offer have been coming in by the thousands, even after announcement of its discontinuance.

Other promotion aids being used are a four-color window poster for retail stores, featuring the program and artists; a reminder card calling attention to the date and time of broadcast, to be attached to radio dials of retailers' radio sets; invitation cards for dealers inviting their customers to listen in; and advertisements of the program in the newspapers and tobacco trade papers.

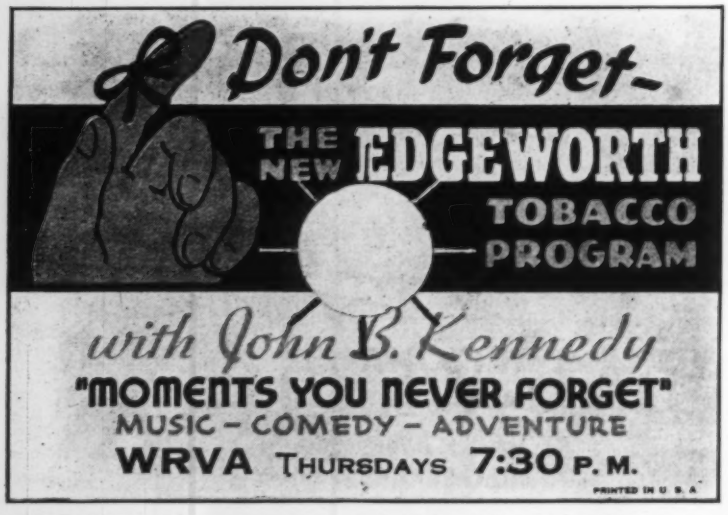
The final important step in this selective broadcasting campaign is supplied by Marschalk & Pratt's publicity department. With a big name show over big city stations, there is opportunity for publicity to reach a huge number of listeners. Mimeographed releases on each program are sent to all stations several weeks in advance and these in turn are relayed to the press by station publicity departments. The closer relationship which the various stations have with individual papers in their own listening areas produces better results than if the publicity were handled direct from agency to papers. In addition to these releases two-column feature mats are sent at frequent intervals to the weekly papers and glossy prints to the larger dailies.

Promotion activities which have been put behind *Moments You Never Forget* include station auditions which are held for Edgeworth jobbers, dealers and salesmen. Programs are recorded at the WBS studios in New York considerably ahead of broadcasting dates and shipped to the various stations sufficiently far in advance to arrange for these auditions, before the program actually goes on the air. In this way the Larus sales organization and their retail outlets are kept posted and are able to merchandise the program intelligently.

At the present time a carefully selected list of about 600 newspapers are receiving publicity on the program. Many of the stations publish their own fan magazines and house organs, furnishing an additional medium for exploitation.

Arthur Anderson, who is handling the account at Marschalk & Pratt, sums up the advantages of the program under three main headings which are worthy of the attention of prospective radio advertisers and students of radio. These are:

1. It is a big-time "name" show built at low cost.
2. It is flexible, being spotted in the markets that offer the greatest sales opportunities.
3. It is a program that each station can call its own and give local emphasis, with attendant local publicity.



FOR KNOBS—This promotion card for Edgeworth, with hole in center, was sent to store proprietors to be placed on knobs of their radio sets.

Bijur to Quit Post

GEORGE BIJUR, vice-president and radio director of Fletcher & Ellis Inc., will leave that agency shortly after his return from an extended European visit, BROADCASTING has learned from reliable sources. Prior to becoming associated with Fletcher & Ellis in 1936, Mr. Bijur was sales promotion director of CBS.

Cowan Leaves to Start Paramount Broadcasts And Head Radio Activity

RUBEY COWAN, in charge of theatrical bookings for NBC Artists Bureau in New York, left for Hollywood on March 31 to join Paramount Pictures, where he will organize a new department, the first of its kind in Hollywood, to handle all radio contacts for Paramount artists.

While his job will be principally to protect the large investments the movie producer has made in building up his stars as box office attractions by seeing that they are presented on the air in the proper manner and associated with the proper sponsors and that they do not accept radio offers that would hurt them as picture stars, Mr. Cowan told BROADCASTING that he will work with radio and not against it. He is not so much concerned with the present day actors as Jack Benny, Burns & Allen, and Bing Crosby, who are equally at home before a camera or a microphone, he said, as with the young actors who are the stars of tomorrow. Another part of his work will be finding and developing radio personalities who have picture possibilities.

With experience in almost every branch of show business, as author and composer of music, playwright, actor and producer of stage shows, talent representative, producer of radio programs, Mr. Cowan will act as a liaison officer between the movies and radio helping them to cooperate for their mutual benefit. This is important now, but he believes it will be much more so with the advent of television, which may quite probably occur within the time of his present contract, which is for a number of years. Mr. Cowan was a guest of honor March 23 at a banquet attended by more than 200 of his associates and friends.

Paint Spots Are Placed; Autumn Series Planned

PEASLEE-GAULBERT Co., Louisville, subsidiary of Devoe & Raynolds Co. Inc., New York (P-G paint) has started *P-G Varieties*, a five-minute WBS transcription series, broadcast weekly on 35 stations throughout the South, placed through J. Stirling Getchell Inc., New York.

Wadsworth, Howland & Co., Malden, Mass. (Bay State paint), also a subsidiary of Devoe & Raynolds, on April 5 will start *Bay State Bright Spots*, five-minute musical programs transcribed by WBS, on stations WEEI, WCSH, WJAR, WGY, WSYR, WDEV and WNBF. The series of 13 programs also was placed through J. Stirling Getchell, who reports that plans for a fall campaign of 13 five-minute discs on the same stations plus four additional outlets in Florida and Georgia are now being made, as well as a series of 13 one-minute announcements next fall for P-G on the same 35 stations.

The P-G program is broadcast on WAPI, WOAI, KELD, KPAC, WJDX, WWL, WSUN, WMAZ, WQAM, KRCV, WSB, WIS, WFAA, WFBC, KRLH, WTOC, KWKH, WCHS, WBT, WSAZ, WFBM, WSM, WPTF, WRVA, WNOX, WHAS, WMC, WJSV, WGPC, WFOR, KTHS, WALA, WSFA, WJAX, WEOA.

Varied Programs Greet Radio Fans Tonight

Highlights

7:00—Poetic Melodies, WHEC
7:30—Troopers' Drama, WHAM
7:30—Alexander Woolcott, WF
7:45—News Inside
8:00—Purina Progra
8:00—Kate Smith's WHEC
8:00—Rudy Vall WEAF
8:30—Fitzhugh WHAM
9:00—Major Bo WHEC
9:00—Show Boat, \
9:30—Town Hall M Air, WHAM
10:00—Maddocash P
10:00—Gang Busby
10:00—March of T

Friday M

7:15—Fred Bonf's
7:45—News Inside
8:00—Irene Rich, \
8:00—Broadway Vai
8:30—Death Valley
9:00—Universal Ri
9:30—Hollywood P
9:30—Waltz Time
9:30—Twin Stars,
10:00—Philadelphia WHEC
10:00—First Nighter,
10:30—Stone 1230, W
10:30—Varsity Show,

210—WHEC, Roc

7:30—Education A
7:45—Congress M
8:00—Al Sigl
8:15—Melody Porte
8:30—Afternoon Ra
8:45—Terry and Ted
9:00—All Hands on
9:15—Children's Reco
9:30—News Reporters
9:45—Dinner Concert
10:00—Crime Preventio
10:15—Lowell MacMill
10:30—Renfrew of th
10:45—Poetic Melodie
11:00—Ma and Pa,
11:15—Alexander Wo
11:30—News Inside Or
11:45—Kate Smith's
12:00—Major Bowes'
12:30—Your Adventur
12:45—March of Tim
1:00—Tommy Dorse
1:15—George Olsen's
TOMORROW
7:00—Musical Clock
7:30—News Reporters
8:00—Musical Clock
8:15—Wife Saver
8:30—Morning Serena
8:45—Terry and Ted
9:00—Modern Cinder
9:15—Betty Crocker
9:30—John B. Wat
9:45—Magazine of t
10:00—Big Sister
10:15—Trailer of Life
10:30—Studio
10:45—Hollywood Pan
11:00—Real Time Ta
11:15—Time-Union Ne
11:30—Romance of
11:45—Ruth Wan's
12:00—Woman Websd
12:15—Mary Margt
12:30—Musical Clock
12:45—Recipes by R
1:00—Aunt Jemima
1:15—School of the
1:30—Mirt, Marge
1:45—Rochester Ridg
2:00—Al Sigl
2:15—Want 'ts May

6—Indicates CBS

611—WEAF, N—

7:00—Pepper Young
7:15—Ma Perkins
7:30—Vic and Sade
7:45—O'Neills
8:00—Fashion Show
8:15—Follow the Mask
8:30—Guiding Light
8:45—White City Stroge
9:00—Tom Mix
9:30—Jack Armstrong
9:45—Orphan Annie
10:00—Amateur Sports
10:15—News Reporters
10:30—Swing Harmonize
10:45—Pan-Radio Rev
11:00—Three X Sisters
11:15—Billy and Betty
11:30—Annie 'n' Andy
11:45—Vocal Varieties
12:00—Helen Trauber, s
12:15—Amateur's Conc
12:30—Rudy Vallee's O
12:45—Show Boat
1:00—Bing Crosby
1:15—News Reporting
1:30—Footnotes on M
1:45—Martinez Broth
2:00—Frankie Master
2:15—Jerry Blaine's
2:30—Ben Bernie's O

Favorite St

581—WHEN, S

7:00—Pepper Your
7:15—Ma Perkins
7:30—Vic and Sade
7:45—O'Neills
8:00—Fashion Show
8:15—Follow the Mo
8:30—Guiding Light
8:45—White City Sto
9:00—Tom Mix
9:30—Jack Armstron
9:45—Orphan Annie
10:00—News Flashes
10:07—Reveries
10:15—Swing Harmon
10:30—Sports
10:45—Lessons in Mot
11:00—Annie and And
11:15—Vocal Varieties
11:30—Cy King
11:45—Jack Randolph
12:00—Rudy Vallee
12:30—Show Boat
12:45—Bing Crosby
1:00—News
1:15—Reporter
1:30—Sports
1:45—Harold Austin's
2:00—Frank Master'

6—Indicates NBC I

585—WGR, Bu

7:00—Melle of the
7:15—Studio
7:30—Dance Melodi
7:45—News
8:00—Music for Y
8:30—Hollywood re
8:45—Lonesome C
9:00—Current Ev
9:15—Studio
9:30—All Hands
9:45—Adventures, \
10:00—News
10:15—Studio
10:30—Roy Wilhelm, t
10:45—Roger Baxter, m
11:00—Renfrew of the
11:15—Poetic Melodies
11:30—Ma and Pa,
11:45—Alexander Wooll

670—WLW, Cincinn

7:00—Pepper Young's
7:15—Ma Perkins
7:30—Vic and Sade
7:45—O'Neills
8:00—Arthur Chand
8:15—Life of Mary
8:30—Betty and
8:45—Guiding Li
9:00—Tony Baud
9:15—Jack Armst
9:30—Singing La
9:45—Orphan An
10:00—Johnson Fam
10:15—Vicki Chase
10:30—Bob Newhall
10:45—Lowell Thom
11:00—Amos 'n' And
11:15—Vocal Varieties
11:30—Lum and Abner
11:45—Pleasant Valley
12:00—Rudy Vallee's Orchestra
12:30—Showboat
1:00—Bing Crosby
1:15—Paul Sullivan, news
1:30—Lee Amigos
1:45—Ted Nichols' Orchestra
2:00—Bernie Cummins
2:30—Moon River
2:45—Ben Bernie's Orchestra
3:00—Barney Kaya
3:30—Larry Funk

630—WLW, Cincinnati—700

6:00—Pepper Young's Family
6:15—Ma Perkins
6:30—Vic and Sdde
6:45—O'Neills
7:00—Arthur Chandler Jr.
7:15—Life of Mary Sothern
7:30—Betty and Bob
7:45—a Guiding Light
8:00—Tony Baud
8:15—Jack Armstrong
8:30—a Singing Lady
9:00—Orphan Annie

7:00—Church Chimes
7:30—Time Keeper
7:45—Neighborly Visit
8:00—Dick Hull, organist
8:30—a Nancy Chasey
9:00—a String Ensemble
9:30—a Wilson Lang, organ
10:00—Tuneful Trends
10:30—a News
10:45—James Thomas, organ
11:00—a Pat Barnes' Orchestra
11:30—Magic Money
12:00—a Estelle Fields

4:30—Metropolitan Opera
4:45—Young Hickory
5:00—Wednesday College Choir
5:30—Singing Lady
5:45—Sweethearts of the Air
6:00—News Re
6:30—Alfred
6:45—Har

6:00—News
6:00—World Dances
6:15—Organ Concert
6:45—Phil Henry
7:00—News
7:15—Twilight Nig

Paul White to Lead School Orchestra

The public is invited to ... performance by the Eastman school Symphony Orchestra, conducted by Paul White, in the Eastman Theater Tuesday night. No tickets are ... White has made a ... premises to enter. ... There is first one ... fourths for orches... the orchestra's per... chen with nine re... ost by solo episodes ... ss, a cellist and a ... board. The soloists ... boracka, Sam Rabi... k Woolston. ... c work which th... fr. calls a symphony ... sert, a descriptive ... movements, derived ... ur of the composer ... as mountains. In the ... t the music has to ... n, in the second with ... under the pines and ... evening in the moun... of polonaise for vio... ts by Wieniawski ... Colastano, recently ... in Kilbourn Hall, ... will close the pro...

tract Signed Edwards

... no made screen mus... with "Singing in the ... turned to the studio ... ed his screen career. ... Ibn) Edwards has ... a new long-term ... tro-Goldwyn-Mayer ... two years of stage ... ch. ... to M-G-M shortly ... ct of sound. His ... in the Hollywood ... 'm to popularity. ... ed on his new ... w Gave Him ... g Dyke is ...

WHEC Merchandises Your Program With Full Column Advertisements In The Rochester Morning And Evening Papers!

Here at WHEC you'll find us great for giving a baker's dozen. We get a kick out of delivering you a bit more than is written into the contract!

In other words, we merchandise your program to the public and to your dealers.

WHEC, for instance, is the only station in the Rochester area that runs advertisements covering its daily programs. Our morning paper advertisement covers the complete day with a short description of each program together with the sponsor's name. The evening advertisement covers mid-afternoon to mid-afternoon.

These advertisements appear morning and evening, year around.

They focus attention on WHEC and its exceedingly fine daily presentations of CBS and local programs. They definitely tie the sponsor's name to his programs. And, in a measure, these advertisements account for the fact that surveys prove that the majority of radio dials in Rochester are set for WHEC.

Rochester Prefers—

WHEC

ROCHESTER, N. Y. BASIC CBS

Representatives:—Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

...ract Signed Edwards

... no made screen mus... with "Singing in the ... turned to the studio ... ed his screen career. ... Ibn) Edwards has ... a new long-term ... tro-Goldwyn-Mayer ... two years of stage ... ch. ... to M-G-M shortly ... ct of sound. His ... in the Hollywood ... 'm to popularity. ... ed on his new ... w Gave Him ... g Dyke is ...

'37 on

...e are of... in allow... 17 Model Triple ...ches ... a cabinet!

Airplane Type Lugg...
Can Be Bought On Easy Terms!
RADIO SALON, FOURTH FLOOR
Sibley, Lindsay & Curr Co.

HICKSON'S
Cor. Main and Franklin ONLY ONE Store—Opposite East Ave. Stone 93

WHEC HIGHLIGHTS

STATION OF THE STARS

Jack Fulton Featured in "Poetic Melodies"

JACK FULTON, young tenor, is heard during the "Poetic Melodies" program over WHEC each Monday through Thursday from 7:00 to 7:15 P. M. Franklyn MacCormack is featured with Fulton, presenting his own interpretations of well-known poems.

★ ★ ★ ★

TODAY

11:00 A. M.
Mary Lee Taylor
The recipe book, "Mid-Winter Meals," which contains the recipe for, another attractive, tempting Lenten dish, Rice Ring, will be offered. Tel. 3113 Co.

11:30 A. M.
Big Sister
Ruth leaves the country and Lucy Hill decides it is time to step her brother Cornelius from throwing his money away. Lever Bros.

11:45 A. M.
Homemaker's Exchange
Eleanor Howe tells housewives how to prepare succulent dishes. Ice Industries.

5:00 P. M.
Terry and Ted
Excitement is never far from these two youngsters. General Baking Co.

5:30 P. M.
Children's Recess
More interesting and unusual questions are asked the contestants by the Toucheti. Estabrooke Furniture Co.

6:00 P. M.
News Reporters—Harry LaBrun and Ken French
This Week.

6:45 P. M.
Renfrew of the Mounted
Drama from the Kitty McLeod is being held captive by the Indians, in a ... Continental Baking Co.

7:00 P. M.
Poetic Melodies
Jack Fulton's romantic tenor voice and Franklyn MacCormack with a group of poetic readings is keeping with the mood. Wrigley's.

7:15 P. M.
Ma and Pa
More happenings at the town of the irrepressible couple causing annoyance to Dope Corl. Atlantic.

7:30 P. M.
Alexander Woollcott
Another literary quarter hour of the "Town Crier's" witty comments. Lipton and Bigelow.

8:00 P. M.
Kate Smith's Bandwagon
Walter Haenchen, famed Shakespearean actor, is a guest from "As Enemy of the People," Atlantic and Pacific.

9:00 P. M.
Major Bowes' Amateur Hour
Portland, Oregon, is honored by the Major as he presents another program by boyish artists. Chrysler Corp.

10:00 P. M.
Your Adventure with Floyd Gibbons
Three re-enactments of authentic ... personnel, as interpreted by real-life ... Grigsby-Grunow Co.

10:30 P. M.
March of Time
A timely news dramatization, ... going into its seventh year of broadcasting. Time, Inc.

TOMORROW

7:00 A. M.
Musical Clock
Personal Finance Co., 7:00 A. M. Rochester Ice and Cold Storage, 7:15 A. M. Kent Dairy Products, 7:30 A. M. Stag Tobacco, 8:15 A. M. Rochester Packing Co., 8:30 A. M. D., L. & W., 7:30 A. M. Rochester Canteen Talbert, 9:15 A. M.

8:00 A. M.
News Reporters
This Week.

9:30 A. M.
The Wife Saver
How to save wrong time and elbow grease is told by the cooking and pretty Alice Frazier, Masterton Soap Co.

11:00 A. M.
Magazine of the Air
Dr. William Edward Asphodough, author, lawyer and physician tells amusing stories from his experiences in traveling to strange ports. Hoyt.

11:30 A. M.
Big Sister
Lever Bros.

11:55 A. M.
Hollywood Room Recipes
Lever's.

12:15 P. M.
Times-Union News—Al Sigl

1:30 P. M.
Recipes by Rector
Diamond Jim Brady was the ... connoisseurs of Rectors, the famous restaurant and food authority, says her column this extraordinary person ... as the host of the many famous people he will tell about on her new series of programs. Philips Packing Co.

2:00 P. M.
News Through a Woman's Eyes
The bright lights of Broadway and the bright stars were binoculs Glenn and discussed by Kathryn Cravens, Pandex.

Lifting of FCC Sponsorship Barrier On International Shortwaves Discussed

POSSIBLE lifting of the experimental barrier on international broadcasting, whereby sponsorship of programs by manufacturers of products available internationally would be permitted, may grow out of current conversations in radio circles dealing with the subject.

Under existing regulations, time may not be sold as such, but such shortwave stations are permitted to broadcast simultaneously commercial programs used on the conventional domestic stations provided no monetary return is received for the international transmission.

Some thought is being given in official, as well as industrial circles, it is understood, to a revision of the existing rule. By restricting the commercial programs to those bearing sponsorship of products available in other nations, it is thought, it would be possible definitely to classify the stations as international in character.

There has been some criticism of the broadcasts from a number of the international shortwave stations operating in this country because of the commercial credits that are sent over the international channels. Advertising of purely local products which are unknown abroad and which have no connection with international broadcasting, has been criticized, it is understood.

Better Reaction Sought

These commercial credits, of course, are used on the regular local transmitter and simultaneously broadcast over the shortwave adjuncts of the particular stations. By modifying in some way the rules governing international broadcasts from this country, perhaps through restriction of advertising to internationally known products, it is felt that it might be possible to create more favorable reaction in foreign countries. So far as known there has been little criticism of the quality of the programs themselves which, in general, are said to be far superior to those of any other nation.

According to latest records, 31 international broadcast stations are licensed by the FCC for operation in the shortwave band with power ranging from 5,000 to 40,000 watts. The international broadcast rule, which became effective Sept. 15, 1936, along with other revised broadcast rules, aside from those covering regular broadcasting, specifies that such a station is unlicensed for transmission of programs for international public reception.

In addition to specifying a definite program of research and experimentation, the rule brings out that a licensee shall not make any charge directly or indirectly for transmission of programs "but may transmit the programs of a regular broadcast station or network, including commercial programs, if the call letter designation when identifying the international broadcast station is given on its assigned frequency only and the statement is made over the international broadcast station that the program over the broadcasting station or network is being broadcast."

Competition Grows

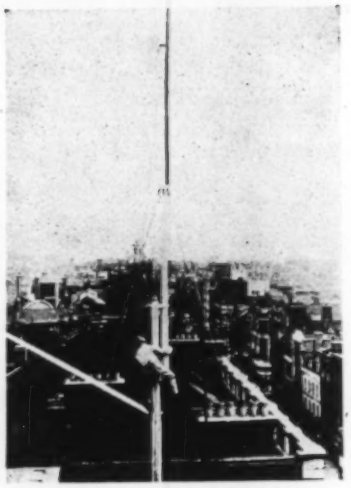
While international stations have always been permitted to carry programs of regular broadcast stations, when the new rule was adopted on Sept. 15, 1936, it required a separation of the call signals and the credit for the origination of the programs. During the last year or so there has developed a keen international competition in the international broadcast band. Stations in several European nations have increased power and employ directional antennas with the result that vastly improved service is being rendered in the nation or continent desired to be served. The program technique has been materially improved and especially suited for such services. The United States stations during this period are said to have done little to improve the transmission and not a great deal more in the way of better adapting their programs to international consumption. In the South American countries a great many additional stations have been licensed. It is understood that a majority of these stations broadcast for strictly national consumption. However, they create a great deal of interference throughout the world, thus causing international interference to other stations. The net result has been that the United States stations have lost caste and sentiment now favors improvement of transmission and program material to regain the international standing of our international stations.

While the present rules permit the carrying of programs of regular broadcast stations, some of these programs are held decidedly unsuitable for international transmission, especially local events programs and strictly local advertising matter. The plans now being considered contemplate lifting the restriction on carrying commercial programs for pay but requiring that all advertising must be of products sold internationally and thus have international significance.

Possibility of conferences among certain of the international broadcast station licensees, including such companies as Westinghouse, General Electric, NBC, CBS, Crosley, World Wide of Boston, and Chicago Federation of Labor is seen, to consider these angles.

A number of the larger companies operating international stations in the past have complained about the experimental, non-commercial restriction on the ground that they have expended large amounts of money in research and development with no return. In the past the FCC and its predecessor Radio Commission have declined to lift the experimental ban holding that the operation had not developed to the point where regular commercial operation was justified.

Within the last few years, however, other countries have made large strides in their international broadcasting, particularly such nations as Germany, France, England and Holland. With powerful shortwave stations, they are covering virtually all portions of the globe with many of them injecting their own propaganda into the programs. Practically all modern receivers tune the international band and a good percentage of the sets in use throughout the world are capable of picking up such international broadcasts.



ORIGINAL — The original mast used by Marconi in his early Isle of Wight experiments 40 years ago has been mounted on Radio House, Marconiphone headquarters in London, and is being used as a television aerial in the West End of London. Formerly 160 feet in length, the mast has been reduced to 60 feet. It remained for years in the Royal Needles Hotel, Alum Bay, Isle of Wight. Marconi used it for three years but left it behind when he started to America for the historical transatlantic transmission.

STATIONS IN CUBA PLAN IMPROVEMENT

IMPORTANT changes in the Cuban broadcasting structure are impending, according to observations of radio men who attended the North American Conference in Havana last month.

On paper Cuba has a list of 58 broadcast stations, about 30 of which are in Havana. For the most part, however, they are of low power, inefficient apparatus and precarious economic support.

Now, however, according to these observers, they seem to be wakening to the commercial possibilities of broadcasting, particularly in Havana, a city of more than a half-million. A new 10,000-watt transmitter is being built on the outskirts of the city, said to be backed by Westinghouse, to operate on 1200 kc. Another station operating on 950 kc. is about to increase its power from a dubious 1,000 watts (probably about 200 watts in action efficiency) to 5,000 watts. Moreover, a 25,000-watt station is projected.

There is some talk of an arrangement to bring in NBC programs and there is also conversation about a high-power station designed to attain coverage in the United States to advertise the attractions of Cuba and stimulate American tourist travel.

CONTINENTAL PRESS ASSOCIATES, New York, has been established as a publicity and press relations organization at 22 W. 48th St. H. J. Seligman, formerly with the Industrial News Bureau, is director. A radio division of the company is headed by Jack Block, formerly with the publicity department of CBS.

International Broadcast Stations Licensed in the United States

(Licensed by FCC as of April 1, 1937; corrected from 1937 Yearbook Number on basis of changes)

Call Letters	Licensee and Location	Frequency in Kilocycles	Power in Watts
W1XAL	World Wide Broadcasting Corp., Boston	6040	10,000
W4XB [1]	Isle of Dreams Broadcasting Corp.,Miami Beach, Fla.	6040	5,000
W3XAU [2]	WCAU Broadcasting Co., Newton Square, Pa.	6060	10,000
W8XAL [3]	Crosley Radio Corp., Mason, Ohio	6060	10,000
W9XAA [4]	Chicago Federation of Labor, Chicago	6080 (CP)	20,000
W3XAL [5]	National Broadcasting Co.,Bound Brook, N. J.	6100	35,000
W9XF [6]	National Broadcasting Co., Downer's Grove, Ill.	6100	10,000
W2XE [7]	Columbia Broadcasting System,Inc., Wayne, N. J.	6120 (CP)	10,000
W8XK [8]	Westinghouse E. & M. Co., Saxonburg, Pa.	6140	40,000
W2XAF [9]	General Electric Co., So. Schenectady, N. Y.	9530	40,000
W8XK [8]	Westinghouse E. & M. Co., Saxonburg, Pa.	9570	40,000
W1XK [10]	Westinghouse E. & M. Co., Millis, Mass.	9570	10,000
W3XAU [2]	WCAU Broadcasting Co., Newton Square, Pa.	9590	10,000
W8XAL [3]	Crosley Radio Corp., Mason, Ohio	9590	10,000
W1XAL	World Wide Broadcasting Corp.,,Boston	11790	10,000
W2XE [7]	Columbia Broadcasting System, Inc., Wayne, N. J.	11830 (CP)	10,000
W9XAA [4]	Chicago Federation of Labor, Chicago	11830 (CP)	20,000
W8XK [8]	Westinghouse E. & M. Co., Saxonburg, Pa	11870	40,000
W8XK [8]	Westinghouse E. & M. Co. Saxonburg, Pa.	15210	40,000
W1XAL	World Wide Broadcasting Corp., Boston	15250	10,000
W2XE [7]	Columbia Broadcasting System, Inc., Wayne, N. J.	15270 (CP)	10,000
W3XAU [2]	WCAU Broadcasting Co., Newton Square, Pa.	15290	10,000
W2XAD [9]	General Electric Co., So. Schenectady, N. Y.	15330	25,000
W2XE [7]	Columbia Broadcasting System, Inc., Wayne, N. J.	17760 (CP)	10,000
W8XK [8]	Westinghouse E. & M. Co., Saxonburg, Pa.	17780	40,000
W3XAL [5]	National Broadcasting Co., Bound Brook, N. J.	17780	35,000
W9XAA [4]	Chicago Federation of Labor, Chicago	17780 (CP)	20,000
W9XF [6]	National Broadcasting Co., Downer's Grove, Ill.	17780	10,000
W1XAL	World Wide Broadcasting Corp., Boston	21460	10,000
W2XE [7]	Columbia Broadcasting System, Inc., Wayne, N. J.	21520 (CP)	10,000
W8XK [8]	Westinghouse E. & M. Co., Saxonburg, Pa.	21540	40,000

[1] Also licensee of WIOD, Miami. [2] Also licensee of WCAU, Philadelphia. [3] Also licensee of WLW, Cincinnati. [4] Also licensee of WCFL, Chicago. [5] Also licensee of WJZ. New York. [6] Also licensee of WENR, Chicago. [7] Also licensee of WABC, New York. [8] Also licensee of KDKA, Pittsburgh. [9] Also licensee of WGY, Schenectady. [10] Also licensee of WBZ, Boston.

We're Doing Such

A PEACH OF A JOB IN GEORGIA

that the

COLUMBIA BROADCASTING SYSTEM

JOINS

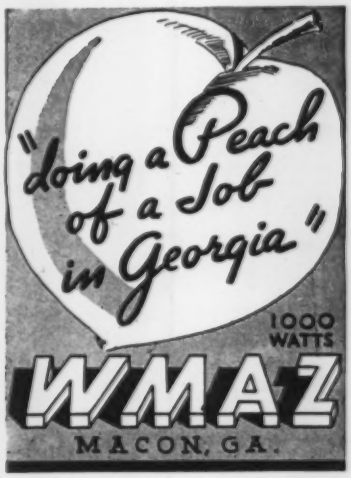
WMAZ MACON GEORGIA

APRIL 4, 1937

WMAZ, strategically located in Central Georgia, serves the state's second largest Trading Area. Within its good service range is the major portion of the state's rich agricultural section.

The summer months bring to Georgia a barrage of static, and it is then that radio listeners of Central Georgia MUST be tuned to WMAZ both day and night for clear reception.

Advertisers desiring complete coverage of the state find that WMAZ is essential.



Let us do a peach of a job for you in Georgia.

WMAZ

MACON, GEORGIA

1000 Watts - 1180 Kc.

E. K. CARGILL, *General Manager*

New Food-Drug Bill in House Supersedes Prior Measures

WHAT appears to be the last round-up on legislation to regulate the sale and advertising of food, drugs and cosmetics with the Federal Trade Commission, rather than the Department of Agriculture's Food & Drug Administration in charge, developed March 23 with introduction in the house of a new food and drug bill by Rep. Lea (D-Cal), designed to supersede all previous attempts to pass such legislation.

Having the endorsement of the sub-committee of the House Interstate & Foreign Commerce Committee considering such legislation, the measure is expected to slide through the full Committee, of which Rep. Lea is chairman, without substantial amendment and win House endorsement. In the Senate, however, it is destined to collide with the opposition of Senator Copeland (D-N. Y.) who has already jockeyed through that body his food and drug bill (S-5), which provides for Department of Agriculture rather than Trade Commission jurisdiction.

New Power for FTC

Rep. Lea took as the basis for his new bill his measure to amend the Federal Trade Commission Act by giving that Commission authority to inquire into unfair or deceptive acts or practices in commerce as well as unfair methods of competition. In rewriting his original bill on that subject, he introduced into it provisions governing regulation of food, drugs and cosmetics which would make unnecessary the enactment of the Copeland bill. There was complaint against the Copeland measure not only because of F. & D. A. jurisdiction, but also because it was construed in highly administrative circles as weakening rather than strengthening the existing quarter century old Wiley food and drug law.

Rep. Lea plucked from the Copeland bill the provisions relating to advertising, particularly with respect to injunction procedure. This was Senator Copeland's last innovation in his four-year battle to get through a bill bearing his name but always with the F. & D. A. control provision. The House from the start has opposed anything which would divest the Trade Commission of its jurisdiction.

Also pending in the Senate is the Wheeler bill (S-1077) which was reported favorably March 19 by the Senate Interstate Commerce Committee, of which Senator Wheeler (D-Mont.) is chairman. The Senate twice passed over this measure, which is an amendment to the Trade Commission Act and proposes to increase the Commission's general authority by broadening Sec. 5 and permitting it to regulate unfair and deceptive practices as well as unfair competition in the same fashion as the Lea bill. The measure was passed over twice with Senator White (R-Maine) pointing out that certain provisions are somewhat ambiguous in that no specific exemption is made of Trade Commission jurisdiction of telephone, telegraph and broadcasting carriers which are subject to jurisdiction of the Communications Commission under the Communications Act.

Senator White offered an amendment clarifying this provision before Committee but it was dropped out of the bill. He indicated March 25 that he would seek to have it included before passage.

Advertising Clauses

With the Wheeler bill pending in the Senate and on the calendar and the Lea bill slated for swift legislative action in the House, it is not unlikely that both of these measures, together with the Copeland bill, will meet in conference between the two Houses. It is expected by competent legislative observers that the provision of the Lea bill, particularly with respect to the regulation of advertising of food, drugs and cosmetics, will win in the final analysis.

The Lea bill, like the Wheeler measure, first would broaden the scope of the Trade Commission's power so it could proceed against companies without proving unfair competition in interstate commerce. That has been the worst pitfall in its attempt to drive wayward "outer fringe" manufacturers and advertisers from the advertising pages of publications and, to a lesser degree, from the air. Advertising provisions of the measure included as entirely new sections of the Federal Trade Commission Act are as follows:

"Sec. 12 (a) It shall be unlawful for any person, partnership, or corporation to disseminate, or cause to be disseminated, any false advertisement—

(1) By United States mails, or in commerce by radio broadcast or otherwise, for the purpose of inducing, or which is likely to induce, directly or indirectly the purchase of food, drugs, devices or cosmetics; or

(2) By any means, for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase in commerce of food, drugs, devices, or cosmetics.

(b) The dissemination or the causing to be disseminated of any false advertisement within the provisions of subsection (a) of this section shall be an unfair or deceptive act or practice in commerce within the meaning of section 5.

(c) This section shall not apply to an advertisement of distilled spirits, wine, or malt beverages, as such commodities are defined in section 17 of the Federal Alcohol Administration Act.

Sec. 13 (a) Whenever the Commission has reason to believe (1) that any person, partnership, or corporation is engaged in, or is about to engage in, the dissemination or the causing of the dissemination of any advertisement in violation of section 12, and (2) that such advertisement is of such nature as to induce or to be likely to induce the use of food, drug, device, or cosmetic in a manner which may be injurious to health, the Commission by any of its attorneys designated by it for such purpose may bring suit in a district court of the United States or in the United States court of any Territory, to enjoin the dissemination or the causing of the dissemination of such advertisement pending the issuance of a complaint by the Commission under section 5, and until such complaint is dismissed by the Commission or set aside by the court on review, or the order of the Commission to cease and desist made thereon has become final within the meaning of section 5. Upon proper showing a temporary injunction or restraining order shall be granted without bond. Any such suit shall be brought in the district in which such person, partnership, or corporation resides or transacts business.

(b) Whenever it appears to the satisfaction of the court in the case of a newspaper, magazine, or periodical, published at regular intervals—(1) that restraining the dissemination of a false advertisement in any particular issue of such publication would delay the delivery of such issue for a substantial period after the regular date therefor, and (2) that such delay would be due to the method by which the manufacture and distribution of such publication is customarily conducted by the publisher in accordance with sound business practice, and not to any method or device adopted for the evasion of this section or to prevent or delay the issuance of an injunction or restraining order with respect to such false advertisement or any other advertisement, the court may exclude such issue from the operation of the restraining order or injunction.

Sec. 14 (a) Any person, partnership, or corporation who violates any provision of section 12 shall, except as provided in subsection (b) of this section, forfeit and pay to the United States a civil penalty of not more than $1,000, and of not more than $50 for each day such violation continues, which shall accrue to the United States and may be recovered in a civil action brought by the United States.

(b) If the false advertisement is of such a nature as to induce or to be likely to induce the use of the commodity advertised in a manner which may be injurious to health—(1) by reason of the misrepresentation of the character, quality, or preventative or therapeutic effect of the commodity advertised, or (2) by reason of false statements or representations of or concerning the condition or ailment for which such commodity is intended, or of or concerning the method of treating such condition or ailment, or (3) by reason of the omission to state a fact necessary in order to make any word or words, statement, design or device made or used, in the light of the circumstances under which made or used and to which applicable, not misleading in a material respect, the person, partnership, or corporation who has committed the violation shall, in lieu of the civil penalty provided in subsection (a), be guilty of a misdemeanor, and upon conviction shall be punished by a fine of not more than $5,000 or by imprisonment for not more than one year, or by both such fine and imprisonment.

(c) No publisher, radio-broadcast licensee, or agency or medium for the dissemination of advertising, except the manufacturer, packer, distributor, or seller of the commodity to which the false advertisement relates, shall be liable under this section by reason of the dissemination by him of any false advertisement, unless he has refused, on the request of the commission, to furnish the Commission the name and post office address of the manufacturer, packer, distributor, seller, or advertising agency, residing in the United States, who caused him to disseminate such advertisement. No advertising agency shall be liable under this section by reason of the causing by it of the dissemination of any false advertisement, unless it has refused, on the request of the Commission, to furnish the Commission the name and post office address of the manufacturer, packer, distributor, or seller, residing in the United States, who caused it to cause the dissemination of such advertisement.

(d) No person, partnership, or corporation shall be liable under this section if he sustains the burden of proving that after reasonable investigation he did not know, and had no reasonable grounds for knowing, that the advertisement was a false advertisement.

Sec. 15. When used in sections 12, 13, and 14—

(a) The term 'false advertisement' means an advertisement which makes an untrue statement of a material fact or omits to state a fact necessary in order to make any word or words, statement, design, or device made or used, in the light of the circumstances under which made or used and to which applicable, not misleading in a material respect."

100,000 BOXTOPS
Dr. W. B. Caldwell Premium
Draws Big Response

OVER 100,000 requests have been received by Dr. W. B. Caldwell Inc., Monticello, Ill., (Syrup of Pepsin), for assortments of flower seeds offered on *The Monticello Party Line* quarter-hour transcription series, five times weekly on 57 stations. Begun March 1, the offer has had exceptional results.

Listeners were required to send a carton top to obtain the premium, which has a retail value of $1. Dr. W. B. Caldwell Inc., a Sterling Products subsidiary, has been a consistent radio advertiser, basing its campaigns on transcriptions. Cramer-Krasselt Co., Milwaukee, handles the account.

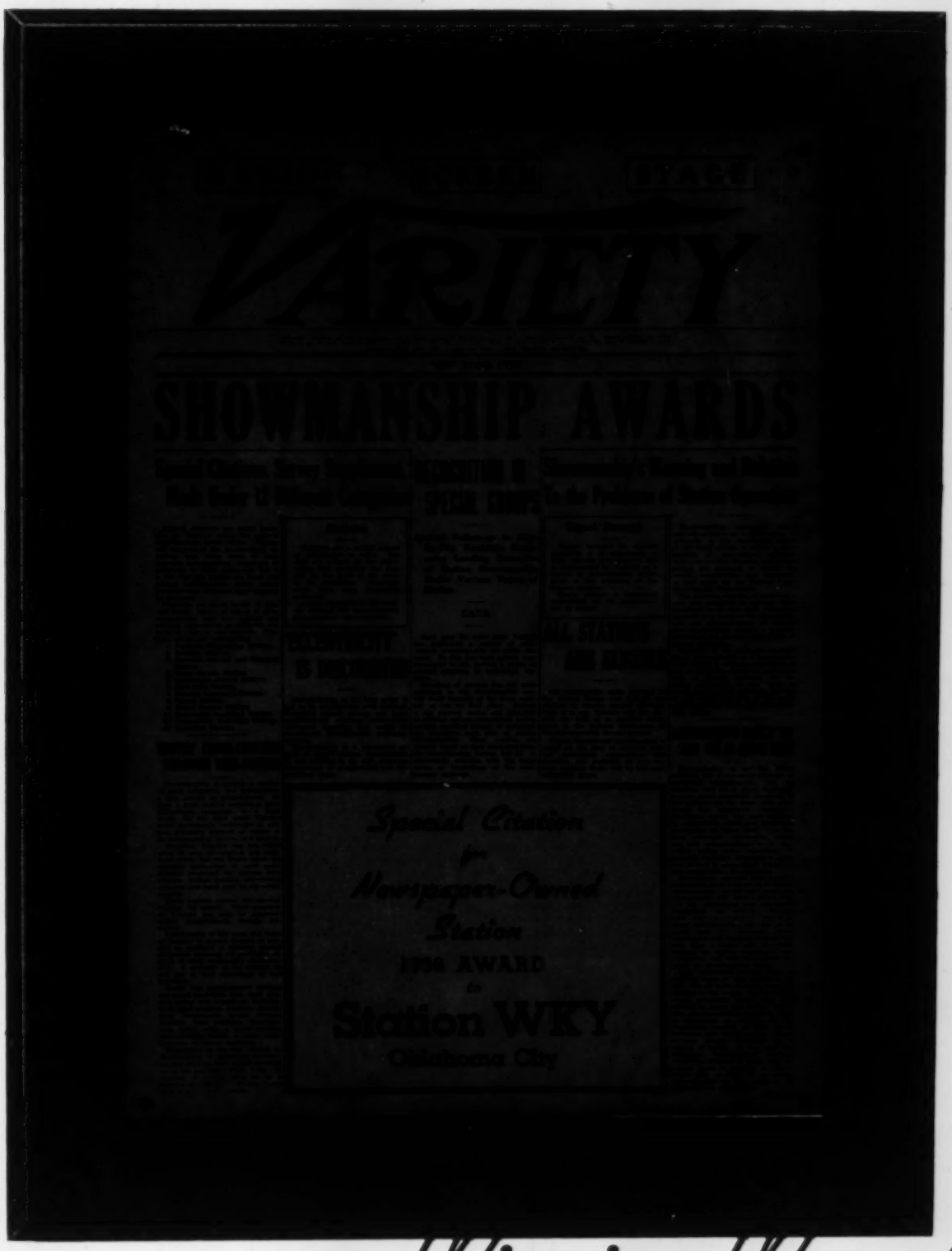
BARTER TREK—Members of the staff of KFAB, Lincoln-Omaha, recently journeyed to Kansas City for a mutually beneficial "skull session" on radio. They were met by the sales and program staff of KMBC for a couple of hours free-for-all, in which everybody asked questions and everybody gave answers. Seated, left to right, are Carter Ringlep, regional salesman for KMBC; Reggie Martin, KFAB manager; J. Leslie Fox, KMBC director of sales; and Jack Hanssen, KFAB special events. In rear are Lyle DeMoss (in part), KFAB program director; Joe Story Jr., KMBC retail sales; Bud Cherrington, KFAB; J. G. Back, KFAB continuity chief; Bill Larimer, KFAB sales; his brother, Don Larimer, KFAB sales; and Herbert A. Spokesfield, KMBC transcription sales.

Royal Lace Series

ROYAL LACE PAPER WORKS, Brooklyn (Roylace paper), is using a series of 52 five-minute transcriptions broadcast three times weekly on 11 Eastern stations in a spring campaign which will not be extended, although the fall campaign which is now being planned may possibly be conducted nationally. Programs were produced by Frank Chase and recorded by RCA in New York. Lawrence C. Gumbinner Adv. Agency, New York, is in charge of the campaign.

Agfa-Ansco Test

AGFA-ANSCO Corp., Binghamton, N. Y. (camera, film), will start a test campaign in June on WBZ-WBZA, Boston-Springfield, using participating programs and two daily announcements. Young & Rubicam Inc., New York, is the agency.



A STATION WITH *Winning Ways!*

• It's great to be a winner. It's great to be one of the fourteen stations in America to merit special citation by VARIETY. It's great to be named tops among the 194 newspaper-owned and affiliated stations in the nation. It's great . . . it's gratifying to win such honor and recognition. • Whatever WKY has done to deserve this award, however, has been done not to win medals or plaques but to win the attention, favor and esteem of Oklahoma listeners. The accomplishment of this latter has been the primary and the greatest reward of all. • WKY's winning way with listeners gives its program sponsors the inside track and a head start when they go out to win peak sales for their products in Oklahoma.

WKY Oklahoma City

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY — PUBLISHERS OF THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN

Representative—E. Katz Special Advertising Agency

XUM

Sonja Henie has it!

KLZ has it, too!

SONJA HENIE IN
"ONE IN A MILLION"
20TH CENTURY-FOX

PERSONALITY

• *On the ice or off, Sonja Henie is one in a million. She has plenty of that something that wins people, gets under their skins and into their hearts.*

What she has on the screen, KLZ has on the air . . . the ability to attract and hold people, to make them think about, talk about and want to listen to KLZ.

KLZ has established a standout personality in the Denver-Rocky Mountain region by its wide-awake, aggressive and showmanly way of doing things. With its colorful local programming and distinguished CBS schedule it draws the maximum audience in this area. With its alertness in serving the civic, cultural and religious interests of its community, it has won the esteem of its listeners.

Put the force of KLZ's personality in the selling of your product in the Denver-Rocky Mountain region.

CBS

KLZ *Denver*

Representative—E. Katz Special Advertising Agency

White Questions Profits, Press Ownership

Refers to 'Small Investments, Large Returns' in Senate Speech Urging Investigation; Sees Free Press Threat

AN INQUIRY into the commerrates and the profits of broadcasting stations, with a view either to possible rate regulation to improve service or levies to meet the cost of federal regulation, was suggested to the Senate March 17 by Senator Wallace White (R-Maine), coauthor of the original Radio Act of 1927, in a speech in which he reviewed current trends in radio and touched upon questions of station purchases and leases, newspaper ownership and political pressure being exerted upon the FCC.

Mr. White

His remarks, revealing an exceptional amount of accurate information as well as a judicial approach to problems, for which he offered no definite conclusions but urged study by his colleagues, were regarded as specially significant in view of his past experience with radio legislation. He is former chairman of the House Committee which framed the radio act, member of the Senate Interstate Commerce Committee charged with radio legislation, and is regarded as the best informed man in Congress on radio and communications.

Radio-Press Divorce

Senator White's speech inferentially favored the proposal to divorce radio and newspaper operation which Senator Wheeler, Chairman of the Interstate Commerce committee, has announced he will incorporate into a bill shortly. Thus a leading minority member is already lined up with the Committee's majority leader, in what appears to be an impending fight over newspaper ownership and control of radio stations.

Senator White declared that the framers of the law contemplated no vested rights in licenses for the use of wavelengths with the purpose of precluding the possibility that a station operator could "acquire a property right which could be asserted against the government." He cited the 1935 Census Bureau report showing that total revenues of American radio stations that year ran $86,492,000, of which more than 92% came from the sale of time and of which approximately one-half was received from national and regional network advertising. He also cited the NAB estimates of $107,550,000 worth of times sales in 1936, and quoted estimates that the gross revenue for 1937 will run between $125,000,000 and $135,000,000.

"This is a huge revenue," he said, "based upon a relatively small capital investment."

He added that trustworthy information as to the profits made by broadcasting stations is not available, although renewal applications filed every six months by licensees require average monthly revenue and profit figures. These, however, are incomplete, he said, because uniform methods of accounting are not required by the FCC.

From his reports, Senator White declared, it appears that the highest average monthly revenue received by any station in the local category was $14,000, or $168,000 a year; in the regional class of stations, he said, the highest annual revenue was $911,000 and the highest profit was $244,000. As for 50,000-watt stations, he said the figures were incomplete, although the 24 non-network-owned or operated stations in this class showed average annual revenues of $700,000 and an average annual profit of $280,000. "One station in this group," he said "showed an annual profit of about $620,000."

"There is one station of 500 kilowatts [WLW, Cincinnati]. Its annual revenue is reported to be over $2,400,000, and its profits somewhere between $357,000 and $420,000."

Senator White then discussed the rates charged by the various classes of stations and asserted that these are not subject to federal regulation, although the 1927 Act contained a provision "that a license should be revocable by the Commission if it was found that any licensee had made any unjust or unreasonable charge, or had been guilty of any discrimination with respect to communications or service." He added this provision was not carried in the 1934 Act, which declares that a broadcasting station is not a common carrier.

"Such figures as I have just presented," Senator White said, "suggest that an inquiry should be made into the radio industry in order that the Congress may have complete knowledge as to the investment in radio stations and their equipment; as to profits; as to the real considerations for the sale, assignment, and leasing of stations; as to whether licensees are receiving huge sums for licenses which cost them nothing; and generally into the basic question of whether property rights in the nature of vested rights are being asserted in frequencies and are being recognized by the Commission.

Rate Regulation?

"Other questions immediately suggest themselves. If huge profits are being made from an investment relatively small as compared with the profits, and if they come from the use of a natural resource in which the user has no title or right of use beyond that granted by the government, may we not properly ask whether, in the circumstances, the profits to which I have made general reference are not unreasonable?

"If this appears to be true, then may we not properly question whether the rates charged should not be regulated by public authority, or whether the profits should not be devoted in larger measure to an improved service, or whether a portion thereof should not be recaptured to meet the costs of governmental regulations.

"The facts now available make it advisable in my view that thoughtful consideration should be given to the particular question, among others, whether these stations, with their large revenues and profits, their wide variations in charge, with the limited frequencies available, with the tendency toward centralization hereafter discussed, and with their great usefulness and interest in the public, should not be declared to be public utilities and be subjected to a control in rates and practices to which they are not now amenable."

Senator White then discussed newspaper ownership of stations, which he said is increasing rapidly and which, he suggested, in view of the governmental control of the radio, may carry the implication of a "threat to the freedom of the press in America." He also expressed concern over network ownership of radio stations.

With respect to newspaper ownership of radio stations, Senator White asserted that "no one would think of asserting public control over the rates and practices of the press," and that it might "prove impossible to separate the radio station and all its activities and financial relationship from its newspaper ownership." Admitting that some newspaper stations were pioneers in broadcasting, he declared that only 35 of the 268 principal stations in existence in 1926 were owned by newspapers and other publications. His present information, he said, is that 194 are now so owned and he said that a "superficial analysis" indicates that about 98 are separately owned by as many publishers while the remaining 96 are owned or controlled by 30 publishers, each of whom has from two to 10 stations.

"It is not by any means clear," said Senator White, "what has created the public interest in this subject or on what grounds the opposition to this joint ownership rests. Three principal reasons are assigned for the present hostility to this joint control:

"In the first instance, it is said to be due to a definite disagreement on the part of many with the public policy of the particular newspaper ownership controlling the largest number of stations. While expressed generally, it might well be single and personal in its purpose.

"In the second place, it has been asserted that the opposition to this newspaper ownership is chargeable to the two largest networks or chains, which are moved, so it has been suggested, by the hope that the issue thus raised will divert attention from their own acquisition

(*Continued on page 85*)

The Real Politics of Radio: An Editorial

THERE IS NO blinking the fact that the general impression prevails, with good reason, that it requires political influence to back up applications before the FCC, as it did with the old Radio Commission. Nor can anyone connected with radio deny that the greatest of all pressure groups has been Congress itself, with Congressmen and Senators constantly urging privileges for various constituent applicants before the FCC.

While talk of investigating radio in general and the Commission in particular is rampant, and while critics of radio are again on the warpath, it is refreshing to observe that one legislator, Senator White (R-Maine), who helped write the original radio act while chairman of the House committee handling radio, is entirely aware of the situation and willing to speak about it, though rather guardedly. Accordingly, we quote his words in the Senate, which comprise a better editorial on the situation and encompass more pertinent suggestions for any probers than we ourselves could write:

I do not want to reflect unwarrantably upon any member of this Commission [FCC]. In past years I have given much attention to the problems presented and have some appreciation of the difficulties inherent in the situation. I feel justified, however, in general comments on the Commission's work.

In the first instance, every Senator knows that the air is full of reports that cases have been decided not alone on the evidence presented and the merits of the issue, but that political pressure has been often exerted, and that it has been determinative in many instances. There is, I believe, a public impression that applicants before the Commission should and must seek political aid. The Commission ought not to be subjected to such influences. Its decisions ought not to be under suspicion to the extent they now are because this or the other person of political power has intervened. I know of no more certain means of reestablishing the Commission in public respect than to turn on the light of publicity and thereby to stop these attempts to improperly influence a quasi-judicial and regulatory body of the Government.

There is persistent report that the Commission, in the consideration of cases and in the determination thereof, disregards its own procedural rules and its established engineering standards. Is this true? If there is justification for the belief, what is the justification for the Commission's acts?

There is a greater volume and persistence of criticism of this Commission than of any other bureau or commission of the Government. Is there warrant for this? I think the Congress should free the Commission from unjustified suspicion or it should act if its policies and purposes and the standards which ought to guide a regulatory body of the public importance of this Commission are being disregarded. Only a searching inquiry will give the answer to these questions.

LITTLJA

SAT IT

EATIN H

● He stuck s th

a single 15-minute broadcast . . . total cost for tand

knows how to use spot radio. He chose the rightket,

of day for his broadcast. ● Any advertiser whizes

advantage can pull out plums in rapid succession th

represents a pie into which thumbs are diving, and

TLJACK HORNER

T ITHE CORNER

TIN HIS CHRISTMAS PIE

uck's thumb and pulled out 13,683 inquiries from

or tand hill-billy talent . . . $185.00. ● Mr. Horner

right ket, the right radio station and the right time

wh izes the possibilities of spot radio to their best

essi m these rich markets. ● This list of key stations

ing , and from which rich plums are daily drawn.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK DETROIT
CHICAGO • SAN FRANCISCO

XUM

Shortwave Service Started By INS

Hearst News Branch Sends Its Dispatches by Radio Code

INTERNATIONAL NEWS SERVICE, news gathering branch of the Hearst organization, on March 22 inaugurated a service designed particularly for use by small radio stations in their news broadcasting. Instead of being sent out by land wires to the stations, this new service is transmitted by shortwave from WEEW, Hearst station at Carlsbadt, N. J., on frequencies of 7640 kc and 9290 kc.

From 8 to 9 a. m., 11 a. m. to noon, 6 to 7 p. m., and 11 p. m. to midnight, WEEW sends out news gathered by its staff in all parts of the world, written for broadcast use. International code is used, with a sending speed of about 20 to 30 words a minute, so that each of these periods supplies enough news to fill a 10-minute broadcast. Supplementing these broadcasts, WEEW also supplies five quarter-hours of news flashes daily: 6:45-7 a. m., 9:45-10 a. m., 1:45-2 p. m., 4:45-5 p. m. and 9:45-10 p. m. This daily total of five-and-a-quarter hours gives the stations about 8,000 words of copy daily. On Sunday the schedule is reduced to two hours and two 15-minute broadcasts, noon to 1 p. m., 3-3:15 p. m., 6-6:15 p. m., and 8-9 p. m.

Expansion Plans

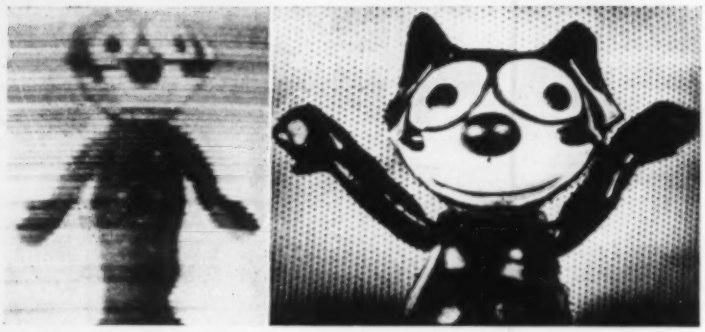
Beginning March 29, INS expected to start similar transmission from Chicago, and it is probable that a third shortwave station at Redwood, Cal., will be added later. These stations will use the same copy as that sent out from the East, with the exception of the purely regional items, which will be replaced with similar news for the Midwest or the Far West. A daily mail service, of the human interest type of news, will soon be added to the broadcasts, enabling subscriber stations to fill four 15-minute news periods daily with INS news.

Ten days before the new service was begun, Walter E. Moss, sales manager of INS, wrote to all stations east of the Mississippi inviting them to try the service for two weeks without charge. After three days of broadcasting, Mr. Moss said he had received some 25 complimentary letters from stations using the service, which was being clearly received as far west as Cleveland. A sales crew is now contacting stations in this area, offering the service at prices ranging from $12.50 to $50 weekly, depending on the power and audience of the station.

The news is prepared for the stations under the direction of T. L. Christie, INS radio news editor. The actual shortwave broadcasting of the service is supervised by William B. Campbell, business manager of Hearst Radio Inc., owner of the stations, from whom INS buys the time for its news transmission.

Transradio Press Inc., through its subsidiary Radio News Association, has been transmitting by shortwave to a substantial list of client stations for some three years.

CALL letters of the new 250-watt daytime station on 1420 kc. at Uniontown, Pa., which the FCC recently authorized for construction, will be WMBS.



TELEVISION PROGRESS—From 60 lines to 441 are indicated by these photos of the projected images of Felix the Cat as broadcast over the RCA-NBC experimental station atop the Empire State Bldg. in New York. Photo at left shows how the image, projected off film into the Iconoscope, looked on the Kinescope cathode-ray screen when built up at the rate of 60 lines per frame, now an antiquated process. The other picture shows the same shot built up at 441 lines, the RMA standard which is expected to be the way the public will first see television. RCA-NBC are now engaged in test broadcasts of 441-line images but only a few have been permitted to see the results.

Georgia Enacts Radio Commission Law; Status of WGST, Atlanta, Involved

PROMPTED by negotiations for transfer of the operating lease of WGST, Atlanta, owned by the Georgia School of Technology, the Georgia Legislature on March 25 enacted a bill creating a Georgia Radio Commission.

The original intent was for this Commission to take over actual operation of the state-owned CBS outlet, now handled under contract by an operating company controlled by Sam Pickard, CBS vice-president. Whether efforts to abrogate the operating lease held by Mr. Pickard's group will still be made, was not certain immediately following creation of the State Commission.

However, the Georgia House adopted an amendment to the bill after Senate passage whereby the Georgia Commission would be permitted to sue and be sued. This action indicated likelihood of continuance of the operating lease held by the Pickard group. Moreover, just before passage of the bill, Gov. Ed D. Rivers of Georgia, stated on the House floor that every opportunity would be given to permit the operating company to continue its lease. He also indicated that, whatever the outcome, the station would continue as a CBS outlet.

Renewed Recently

The Pickard lease was originally signed in 1930 and was for a 10-year period. It was renewed a few months ago until 1950. The initial 10-year lease was consummated before enactment by the Georgia Legislature in 1931 of a bill providing for legislative approval of all transactions involving state institutions. The station is managed by W. H. Summerville, of Atlanta, but Mr. Pickard is the principal figure in the operating company holding the lease. The sudden introduction of the Radio Commission bill, sponsored by Gov. Ed D. Rivers, grew out of negotiations between Hearst Radio Inc. and Mr. Pickard for sale of the operating lease at a figure of some $800,000, of which $200,000 would have been advanced in cash. Gov. Rivers promptly had his bill introduced and it passed the Senate March 19 and the House on the closing day of the session March 25. It provides that the seven-member Commission improve and develop WGST and any other stations which may be acquired or owned by the state.

CBS immediately dispatched Harry C. Butcher, Washington vice-president, to the scene to protect its interests whatever the outcome of the legislative move. It is understood Mr. Butcher was given assurances that WGST would remain the CBS outlet even if the state took over operation from the lessees.

An anomalous situation developed because WGST originally was given to Georgia Tech, a state institution, by the late Clark Howell Sr., publisher of the *Atlanta Constitution*. Subsequently, the lease arrangement was made by the college on the basis of 10% of the gross revenues. With the negotiations for the transfer of the lease to Hearst, the *Atlanta Constitution* was faced with the possibility of its former station being taken over by a competitive newspaper, since Hearst publishes the *Atlanta Georgian*. Clark Howell Jr., it is understood, precipitated the issue.

Serious question arises as to the constitutionality of the Georgia Radio Commission bill, since it seems to be in conflict with the Federal statute which provides that radio broadcasting shall be subject only to Federal jurisdiction as an instrumentality of interstate commerce. Whether this will be contested in litigation has not been indicated. In connection with the legislative move, Gov. Rivers has stated that efforts will be made to procure high power — perhaps 50,000 watts on a clear or duplicated clear channel.

The bill itself specifies that WGST and any other stations acquired shall be used to advertise the natural resources and other assets of the state, public service information, crime prevention and other activities in behalf of the state. The bill also specifies that the State Commission would deal with the FCC in securing desirable wave lengths and power and privileges essential to the development of the station or stations acquired by the state and "to nullify any outstanding contract or lease affecting Station WGST unless same has been approved by the General Assembly."

Personnel of the Commission would comprise the governor, president of the Senate, speaker of the House, president of Georgia Tech and three others. Dr. L. H. Brittain is the Georgia Tech president and it is understood that Clark Howell Jr. would be one of the three private members specified. No mention has been made of the other two. The tenures of the Governor, president of the Senate and speaker of the House would be for the duration of their official terms of office and their successors would automatically succeed them. The same would hold for the president of Georgia Tech. The other three members named by the governor would serve for four years.

Several years ago the New Jersey Legislature set up a State Radio Commission because of conflicts which grew out of location of New York station transmitters on New Jersey territory. This Commission still acts in a perfunctory way on all construction permits in the state. While the constitutionality of the Commission has been questioned, it has never been litigated.

'Brooklyn Cases' Before Full FCC

THE FIRST complete broadcast hearing to be held before the FCC en banc since its creation in 1934 got under way March 18 with the opening "de novo" of the so-called Brooklyn cases, involving a half-dozen competitive applications for full-time operation on the 1400 kc. regional channel.

These cases go back to 1932, when the first of the applications for full time was filed with the former Radio Commission. The cases have been active before the FCC since its creation in 1934, and have been complicated by various factors. The FCC once decided the issue by proposing to delete two of the stations and awarding half time to the *Brooklyn Daily Eagle* for a new station, while giving the balance of the time to WBBC, Brooklyn, one of the four present occupants of the 1400 kc., channel on a time-sharing basis.

As this issue went to press March 30, the hearings were in their third week and bade fair to break all records for duration of a case involving a single frequency. The parties are, in addition to WBBC and the *Eagle*, each of which seek full time: WVFW, which originally sought full time but when the hearings opened amended its application for renewal of its present license on quarter time; WARD and WLTH, which jointly seek full time in lieu of their present quarter-time operation each by virtue of an arrangement with the *Day*, Jewish-language newspaper in New York, and WEVD, Socialist station in New York operating on 1300 which seeks full time on 1400 kc. with 1,000 watts and which is backed by the *Jewish Daily Forward*. All members of the FCC with the exception of Chairman Walker of the Telephone Division and Commissioner Payne of the Telegraph Division have been sitting at the hearing.

KATE are the call letters assigned by the FCC to the new 100-watt daytime station on 1200 kc. which the FCC has authorized for Albert Lea, Minn. [BROADCASTING, March 1].

POWER

WJR

50,000 WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

Newsboy Program Used to Promote Paper Circulation

WTMJ and Milwaukee Journal Jointly Benefit by Series

THE second annual series of radio broadcasts for *Milwaukee Journal* carriers recently produced record response from listeners in the Midwest. More than 17,000 separate pieces of mail commenting on the programs were received by the *Journal's* station, WTMJ.

This year, for the eight-week period ending Feb. 28, the broadcasts went on the air over WTMJ every Sunday afternoon in the form of amateur hour shows. The newsboys presented nearly 100 individual acts, each of which was auditioned and intensively coached before being broadcast. Some sang, others played musical instruments and several performed variety acts, even going to the extreme of creating musical sounds by striking their heads with their fists.

Each Sunday the program saluted a different city when local newsboys put on two acts of entertainment and a short talk was given by the *Journal* branch manager who supervises the area.

Prizes for Performers

So great was the popularity of these programs that the listeners who voluntarily sent in their comments cast 17,000 votes to signify their preferences for the best performers during each program. Weekly winners of first and second places received prizes of $10 and $5 respectively, plus the opportunity to compete during the final program for a grand prize of a trip through the Chicago network studios. The seven final contestants, six Milwaukee carriers and one from Green Bay, 125 miles north of Milwaukee, polled the large total of 7,100 votes. Five gave vocal numbers, one played his banjo while another played the accordion.

As further evidence of the program's appeal, more newsboys made known their desire to put on acts than could be accommodated. It was necessary to make eliminations as soon as the nature of this year's series was announced in December.

The effective circulation and promotion features of these programs increased *Journal* sales through their appeal and because of added sales effort on the part of the newsboys. Many parents, friends, school and music teachers, whose pupils had entered the competition, showed a great deal of interest. The broadcasts attracted so much attention that WTMJ's studios were always overcrowded during the Sunday afternoon periods when the boys were on the air.

The entire continuity of the series originated and was carried out by the newsboys themselves, with the advice and assistance of their branch managers and the wife of the city circulation manager who accompanied the vocalists. A popular chorus composed of newsboys sang specialty numbers between the regular acts of each program.

* * *

ON THE THEORY that "what's good for its advertisers is good for it", WWJ, Detroit, is broadcasting, at 7:30 each Thursday evening, a fast moving show called *The Radio Extra*. It is meant primarily as promotion for the *Detroit News*, but is so constructed that it does a good job of entertaining as well. Interlude music, directed by Ole Foerch, is descriptive of the turning over of pages to the several departments to be featured. Recent interviews have been with Leslie Howard and Martyn Green, comedian of the D'Oyly Carte Opera Company, who conversed with Russell McLauchlin, *News* drama critic. Several musical organizations have appeared. Different staff writers discuss the stories they are covering, such as strikes, politics and the war in Spain. The whole show is topped off with *Oddities From the News*, read in character.

HAWKER—Young Philip Minsky, winner of the National Newsboys' Hawking Contest, gets the silver trophy from Gov. Charles F. Hurley of Massachusetts (right) as John A. Holman, manager of WBZ-WBZA watches.

WIRE Fills the Breach In Newspaper Shutdown

WHEN Indianapolis newspapers were prevented from publishing March 19 because of a printers' strike, WIRE in that city did its part toward serving the area as the medium for local, national and international news. Between 6 a. m. and midnight, the station carried 21 news flashes, 11 separate newscasts of five to 35 minutes each, devoting 135 minutes to news and transmitting more than 17,000 words.

Retail advertising was interspersed also, featuring specific store items, and with unusual success, according to station executives. The unusual handling of news, it was added, resulted in several requests for commercial spots by national accounts, including Prophylactic Tooth Brush Co. Eugene C. Pulliam, Indiana publisher, became head of the station early this year. The station is a basic NBC-Red network outlet, and recently completed a new transmitter building and radiating system.

Paint Color Charts

GENERAL PAINT Corp., San Francisco, on April 15 will start a transcription campaign covering 22 stations on the Pacific Coast. A feature of the series will be a colorscope device based on birthdays and color combinations. Walter Adv. Agency, Los Angeles, has the account.

Mixed Mikes

AUDIENCES at WBBM, Chicago, formerly complained that when an artist spoke or sang softly into the microphone while music was being played they could not hear him. WBBM engineers devised a combination Western Electric salt-shaker and RCA ribbon mike so that while the artist is heard over the air through the regular mike he is also heard clearly by the studio audience through the salt-shaker amplifier.

CBS Increases Stock; Names New Treasurer

STOCKHOLDERS of CBS, at their annual meeting on March 24, approved an increase in the number of authorized shares from 1,500,000 of $5 par value to 3,000,000 shares of $2.50 par value, with each share of present outstanding capital stock to be exchanged for two shares of the new stock. While none of the speakers at the meeting were officially quoted it is understood that the tone of the session was decidedly optimistic, and President William S. Paley is said to have stated that from present indications the network should show net earnings for the first half of 1937 some $400,000 greater than those for the same period of 1936.

Frank White, former treasurer and business manager of *News Week*, was elected treasurer of CBS at a board meeting held on March 24. Mefford R. Runyon, who has been vice-president and treasurer, is relinquishing the latter title to devote all of his time to general executive work. Mr. White, who joins CBS on April 1, has previously been identified with the publishing business, having served with Union News Co., Literary Guild of America and *Stage Magazine* before his *News Week* connection.

Kolynos Latin Discs

KOLYNOS Co., New Haven (toothpaste), is using radio advertising in Central and South America, sponsoring a series of 26 quarter-hour musical transcriptions with announcements in Spanish and Portuguese on a number of stations during the spring and summer, according to W. I. Shug, manager of the foreign department of John F. Murray Adv. Agency Inc., New York, through whom the account was placed. The discs were recorded by E. V. Brinkerhoff & Co. Inc., N. Y.

Kellogg Tests

KELLOGG Co., Battle Creek (Kellogg's Corn Flakes), on April 12 starts *East & Dumke*, comedy team on WJZ, New York, Mon., Wed., Friday, 7:45-8 p. m. in a special summer series which may be extended to network presentation in the fall. Kenyon & Eckhardt, Inc., New York, conceived and will produce the broadcasts as a special test campaign for Kellogg, whose regular advertising is handled by N. W. Ayer & Son Inc., Philadelphia.

KRMC, Jamestown, N.D. Formally Takes the Air

ITS STAFF mustered, and local and state dignitaries participating, the new KRMC, Jamestown, N. D., a local operating on 1310 kc., formally went on the air March 14 under the managership of Frank M. Devaney, recently with WMIN, St. Paul, and formerly with KLPM, Minot, N. D. The station will share the frequency with the new KVOX, soon to be constructed at Moorhead, Minn., by Robert Herbst, department store owner.

Owned by a partnership comprising Arthur L. Roberts, R. B. McNab and A. J. Breitbach, identified with the hotel business, KRMC is equipped with a Western Electric transmitter and uses a 185-foot vertical radiator. Its chief engineer is Carlton Grat, formerly with WDAY, Fargo, and KFYR, Bismarck, who installed the station. Program manager is Victor V. Bell, formerly with KLPM. Advertising director is Jack Carter, women's director is Miss Ebelyn Wennerstrom, and operator-announcer is Ray Bailey.

Sale of WGCM, WMFN Is Authorized by FCC

RECENT purchases of WGCM, Gulfport, Miss. and WMFN, Grenada, Miss., by P. K. Ewing, commercial manager of WDSU, New Orleans, were authorized by the FCC Broadcast Division at its March 26 hearing. The latter station formerly was located in Clarksdale, Miss., but holds a construction permit to move to Grenada. Mr. Ewing will remain with WDSU but his son, F. C. Ewing, will manage the two stations.

The Commission also authorized J. P. Marchant, attorney, formerly holding 50% of the stock, to acquire control of WLAK, Lakeland, Fla. by purchasing the stock of E. I. Mack, and it authorized Ida A. McNeil to take over KGFX, Pierre, S. D., from the estate of her husband, the late Dana McNeil. Sustaining Examiner Seward, the Commission denied the application of John R. and Joseph L. Peryatel and Richard K. Beauchamp for a new 100-watt station in Raton, N. M., and it fixed April 9 as the date for a rehearing on the application of the *Asheville* (N. C.) *News* for a new 100-watt station on 1370 kc. in that city.

IGA Renews Discs

INDEPENDENT GROCERS Alliance Distributing Co., Chicago (IGA brand groceries), has renewed *One Girl in a Million*, the three-a-week 15-minute World-transcribed serial which it started last September, effective March 28 on stations: WCCO, WDAY, KFYR, WHO, WIBW, KOA, WKY, WMBH, WIND, KFI, WTMJ. Three other stations (KJR, WCSH and WOWO) have been added to the IGA schedule within the last few weeks and are now broadcasting the first series of programs. Account is handled by Charles Daniel Frey Co., Chicago.

GRACE L. SMITH, the *Visiting Nurse of the Air* on KFI, Los Angeles, and author of *Home Nursing Hints*, will publish another book titled "Your Job As A Mother". It will be compiled largely from audience queries.

UP CAR, PLEASE

The pace of business is highly accelerated in the entire Tri-State area. You can depend on KDKA, with its tremendous influence, to sell your goods in this eager, responsive market. Put your products aboard and watch your sales go up.

KDKA **50,000 WATTS**
NBC Blue Network
PITTSBURGH

Completely programmed by NBC

Golden Gate Plans For Radio Activity

Exposition Setup Is Expected To Surpass Prior Efforts

ART LINKLETTER, general manager of radio activities for the 1939 Golden Gate Exposition, has announced that the broadcasting schedule planned by the Exposition is expected to surpass anything ever attempted in this field.

At the recent meeting relative to the Exposition and broadcasting, attended by all Pacific Coast network executives, it was agreed that a nonexclusive policy should be maintained in all broadcasting, with network and independent stations sharing equally in the Exposition's broadcast schedule. While no budget has been set as yet, executives of the Exposition stated that money available for radio talent will be in excess of $100,000, and executives further stated that much of this will be used for sustaining shows which will be furnished to the radio stations without charge.

To Build Big Studio

It is the plan of the radio activities department to erect on the Fair grounds a huge auditorium-type studio, with a seating capacity of approximately 3,000, and to make this auditorium available without charge to sponsors of network programs. With the exception of special facilities ordered for commercial purposes in special tieups with merchandising exhibits, the Exposition will pay for all remote control lines to the Fair grounds and it will also furnish rehearsal rooms.

It was predicted that with new-type visual studios in use, which will enable millions of visitors to watch radio entertainers at work, the number of radio shows originating at the San Francisco Exposition will almost double that of the Dallas Centennial.

Don E. Gilman, vice-president of NBC, urged the Exposition to guarantee national sponsors that no other commercial institution be given credit for the appearance of performers and that this could be accomplished by equipping a large indoor auditorium with complete radio facilities and furnishing it free to the sponsors of the visiting broadcasters.

According to Mr. Linkletter, plans of the Exposition radio activities call for a staff of approximately 50 writers, announcers, producers and technicians, as well as an orchestra and chorus. It is contemplated that in addition to the large auditorium-type studio, five smaller studios will be in use on the grounds.

Those present were: Clyde Vandeburg, director of publicity; Art Linkletter, director of radio activities; Donald W. Thornburgh, vice-president of CBS; Fox Case, publicity department, CBS; Wilbur Eickelburg, MBS; Bob Roberts, California Radio System; Philip G. Lasky, KSFO, San Francisco; F. W. Morse, KLS, Oakland; P. D. Allen, KLX, Oakland; Arthur Westlund, KRE, Berkeley; G. A. Putnam, KGGC, San Francisco, and Arthur Halloran, chief of communications for the Exposition.

TWO transcriptions a month are recorded in Washington by Senators Gillette and Herring of Iowa and broadcast on alternate weeks on Iowa Network.

Various Radio Problems Discussed by Dr. Stewart

IN A 27-page speech, all but about a half-dozen pages of which were devoted to various phases of broadcasting, Dr. Irvin Stewart, FCC vice-chairman and chairman of the Telegraph Division, on March 23 discussed "The Public Control of Radio" in a lecture at Duke University. In the broadcasting and allied fields, he spoke successively on television, which he said "is still a series of problems" for the FCC though it may be glamorous to others; on the distribution of broadcast facilities, which he called "fortuitous", with the result that stations are clustered largely in urban areas often to the detriment of rural; on chains, during which he again raised the question of network duplication of programs and declared this is still unregulated; on transfers of licenses, station purchases, multiple ownership of stations, etc., which he said present immediate problems for the Commission; on newspaper control of stations, which he stated involves "an important public interest"; on radio advertising, whose control he said rests largely with the broadcasters, concluding that "the extent to which the Commission's powers need to be explored rests upon the decisions of the broadcasters"; on programs, which he said also depend upon the broadcasters; on censorship, which he denied the FCC to his knowledge has ever attempted to impose; on the problems of education by radio, which he said a committee headed by the Commissioner of Education is attempting to solve.

KFI Guides Amelia

KFI, Los Angeles, was called upon by Amelia Earhart, aviatrix, to keep the transmitter on the air throughout the night when she hopped off on her unsuccessful round the world flight March 16. Station broadcast weather reports and news in six minute periods twice an hour. In making the request to Harrison Holliway, station manager, the flier stated that its signal was the strongest along her route of travel.

Esquire Also On Air

DAVID A. SMART, Chicago, publisher of *Coronet* and *Esquire*, who on March 9 started *Coronet on the Air*, a radio version of the publication, *Coronet*, with Deems Taylor as master of ceremonies and Robert Armbruster's orchestra and numerous guests and special features, on WOR, Newark, will move the program on April 2 to an NBC-Blue network of 28 stations, Fri., 9:30-10 p. m. The Tuesday 8-8:30 evening spot formerly occupied by this program on WOR will be filled by a new program in the interests of Mr. Smart's *Esquire*. The nature of the new program had not been determined as this issue went to press. Advertising for both publications is directed by the Chicago office of BBDO.

WALTER WINCHELL'S *Jergen's Journal*, NBC-Blue network broadcasts under sponsorship of Jergen's Woodbury Sales Corp., (Jergen's lotion), switched from Hollywood to New York March 21, for the next three months.

NBC Names Ken Dyke Eastern Sales Manager; New Post for Bachem

KEN R. DYKE, former general advertising manager of the Colgate-Palmolive-Peet Co., will become eastern division sales manager of NBC on April 1. Mr. Dyke has just returned to America from a six-months trip to the Orient, following his resignation from Colgate - Palmolive-Peet last July. Previously he was vice - president in charge of sales promotion for the Johns-Manville Corp. Always active in advertising organizations, at the time of his resignation Mr. Dyke was chairman of the board of the Association of National Advertisers, director of the Advertising Research Foundation, and director of the Advertising Federation of America.

Mr. Dyke

John M. Bachem, whom Mr. Dyke succeeds as NBC's eastern sales manager, on April 1 will become assistant to Roy C. Witmer, vice - president in charge of sales. In his new capacity Mr. Bachem will have charge of sales operations in the network's Detroit, Cleveland and Pittsburgh divisions and will also handle a variety of special assignments. Before joining NBC in 1932 Mr. Bachem had spent 14 years in the publication field, with such firms as the Butterick Co., Doubleday, Doran & Co., and International Magazine Co. In 1934 he was made assistant sales manager of the NBC Eastern division, becoming sales manager in March of 1936.

Mr. Bachem

Federal Station to Broadcast Debates Of Congress Urged by Senator Pittman

A NEW proposal to broadcast proceedings of Congress on matters of public importance, but bearing the earmarks of a project for a government broadcasting network, is pending before the Senate Interstate & Foreign Commerce Committee.

Introduced by Senator Key Pittman (D-Nev.), the resolution (S-Res-93) proposes that the Committee investigate the advisability of broadcasting such proceedings and assigning specific frequencies for various classes of stations. The Committee is directed to report to the Senate as soon as practicable the results of its investigation, together with recommendations.

Wants Information

Interviewed March 16 by BROADCASTING, Senator Pittman said his resolution simply sought general information on the feasibility of such a project. He said the idea of Congressional broadcasting has been a subject of cloak room conversation for three years and that he thought it would be advisable to go into the entire subject. The resolution simply "seeks information", he added.

Asked if his proposal definitely advocated a government system for the purpose, Senator Pittman said he had an open mind and that it might prove entirely feasible to use existing commercial facilities. He declared he had not discussed the matter with any member of the FCC or other governmental agency.

It is not made clear in the resolution whether specific blocks of shortwave or regular broadcasting frequencies would be allocated for the purpose and whether the stations proposed to be set up, if any, would be available for other broadcasts aside from Congressional debates. The fact that Congress is in session only an average of about six months a year, would indicate the impracticability of the project. In introducing the measure, Senator Pittman explained that he had always opposed such recommendations in the past. According to available records, there have never been outright proposals in the Senate for this kind of a setup, although former Senator Dill of Washington proposed in several resolutions that the Senate and House be wired for radio for the broadcasting of important debates. His proposal, however, did not include actual allocation of broadcast facilities but planned use of existing commercial facilities for such broadcasts. Senator Pittman declared so many important matters are before Congress that it would be advisable to have the facts accurately reported to the country.

Senator Pittman said his plan deals with wave-lengths which he assumed would have to be taken from some other user and that it relates also to the "expense incident to the installation of a broadcasting system such as the resolution contemplates," therefore, he suggested, it should go to the Interstate Commerce Committee charged with radio legislation of every character, of which Senator Wheeler (D-Mont.) is chairman, rather than the Rules Committee.

After the committee recommendation, he said, it might well be considered by some other committee with respect to the actual installation. Senator King (D-Utah) said that he understood it was not the intention of the Interstate Commerce Committee to determine the advisability of installing the necessary mechanism in the Senate Chamber for broadcasting of the proceedings of the Senate, but rather the cost of installing such machinery and also to decide if there would be any interference with existing facilities.

The resolution follows:

Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make a full and complete investigation of the advisability of broadcasting by radio the proceedings of the Congress upon matters of public importance and of having assigned to the various classes of radio stations for that purpose bands of frequencies of wave lengths. The committee shall report to the Senate as soon as practicable the results of its investigation, together with its recommendations . . .

Spokane's pioneer station giving programs of intense interest to the rich farming, lumbering and mining area it covers makes KFPY the number one buy in Eastern Washington

C B S

BUTTE

"The Richest Hill on Earth." Where the lowest day labor wage is $6.00 per day.

The city that uses more canned food per capita than any other city in the USA.

Home of KGIR which demands listener attention and respect for 8.5 hours of the average receivers 9.5 hour day.

N B C

Representatives

Joseph H. McGillvra

NEW YORK - CHICAGO

Walter Biddick Co.

LOS ANGELES - SAN FRANCISCO - SEATTLE

KFPY

CBS
SPOKANE
WASHINGTON

KGIR

NBC
BUTTE
MONTANA

Mounting Debate on Congress Inquiry Brings New Radio Monopoly Charges

FURTHER charges of monopoly, alleged trafficking in radio station licenses, and tax regulation were levelled against the broadcasting industry March 23 at a hearing before the House Rules Committee by Rep. Wigglesworth (R-Mass.) who appeared in support of the Connery resolution (HRes-92), proposing a broad radio investigation.

Committee sentiment seemed largely favorable to such an inquiry but action was deferred pending possible further testimony. Moreover, the Committee had before it a proposal, made by Rep. Cox (D-Ga.), that the inquiry, if one is made, be conducted by the House Interstate & Foreign Commerce Committee rather than a select investigating committee. He contended time, money and efficiency would be conserved through hearing by the appropriate committee rather than by a select investigating committee of which Rep. Connery (D-Mass.) presumably would be head.

Despite this sentiment, it was indicated March 30 that "strong influences" against an investigation are being brought and that it is now a "50-50 chance" that nothing will be done at this session. Moreover, members of the committee indicated that if an investigation is ordered, it probably will be by the House Interstate and Foreign Commerce Committee rather than a select committee as proposed in the Connery resolution.

Rates to the Front

A possible study of rate regulation by the Committee also was seen, after this question had been raised by several members of Congress during Mr. Wiggleworth's testimony. Tying into a suggestion of the same kind made the preceding week by Senator White (R-Maine), claims were made of inordinately high charges for broadcasting time, notably by the networks. After Rep. Driver (D-Ark.) had suggested a study of broadcast rates, Rep. Wigglesworth declared this was one of the "vital questions" he had in mind for the projected investigating committee.

Under Rules Committee procedure, only members of Congress are permitted to appear before it. As a consequence, there was no answer to rather amazing statements made by Mr. Wigglesworth and observations of other Committee members as to what makes the wheels go round in broadcasting. Mr. Wigglesworth, among other things, stated that the three major networks controlled 97% of the power used by broadcasting stations and asserted that no independent station is permitted to use more than 1,000 watts at night.

The Connery resolution, as written, provides specifically for an investigation of alleged monopoly by the networks. However, the testimony of Messrs. Connery and Wigglesworth as to the scope of the investigation transcended that question and went into practically every phase of radio operation and regulation. Mr. Wigglesworth was critical of the FCC's purported laxity in matters involving sales of stations. He also struck at the newspaper ownership issue, citing the dissenting opinion of Commissioner Irvin Stewart in the KTSM (El Paso) case [BROADCASTING, Mar. 15] as a basis for a study.

Rep. Wigglesworth said he was convinced that the intent of Congress, insofar as radio regulation is concerned, is not being adhered to. He said he thought the Communications Act aimed at three types of regulation, namely, elimination of ownership in radio channels, elimination of trafficking in radio licenses and elimination of monopolies. He declared it was his view that all three of these factors are being violated. He cited trafficking in radio licenses as an evil of large proportion, declaring that many station licenses are sold at a figure far out of proportion to the actual investment in the station.

Specifically Mr. Wigglesworth charged that all 40 of the clear channels are controlled by NBC, CBS and MBS. The investigation should show the extent of this monopoly, he declared, and added there is evidence the Commission has completely failed to wipe out trafficking in radio licenses.

Distribution of Power

Citing BROADCASTING Yearbook station logs, Mr. Wigglesworth declared it showed that affiliates of the three networks have 2½ million watts of allotted night power as against only 60,000 watts available to stations not on the networks. To corroborate this, he quoted testimony of former Radio Commissioner Harold A. Lafount before the Oct. 5 FCC engineering hearings that 97% of night time power is allotted to the chains.

Mr. Wigglesworth then enumerated a number of station sales transactions, quoting actual investment in physical equipment, replacement value and the sales price. He referred specifically to the KNX purchase by CBS for $1,250,000 and to the pending WOAI sales transaction to CBS for $825,000 when, he declared, the investment in the latter was only $141,000 and the replacement value $233,000. Chairman O'Connor interpolated that he knew of a case of a station having an investment of only $200,000 which has a sales tag on it for $8,000,000.

Typical Congressional talk of "big fellows" driving out the little ones and forcing them into network contracts, was precipitated. Chairman O'Connor observed that small stations apparently are "helpless" insofar as night time operation is concerned because of the "agreements" with the "big fellows" who crowd them off.

Long term leases, in the face of six-month licenses, also were criticized by Mr. Wigglesworth. Evidently, he said, the lessors are satisfied with the long term leases, even though there is no assurance of renewal of licenses after the six-month license period expires.

The hearing closed when Rep. Cox asked why a special committee should handle the proposed investigation. Asserting he did not necessarily oppose the inquiry, the Georgia member nevertheless observed that a standing committee, like the Interstate & Foreign Commerce Committee, which is charged with radio regulation, was in position to do a more effective job more economically, whereas special committees usually only "scratch the surface." Mr. Wigglesworth, however, insisted that the highly technical nature of the inquiry made a special committee advisable.

DIVER — Art Mercer provided the stunt element in the first of a series of eight special event programs on Yankee Network under sponsorship of First National Stores. Roland Winters (holding microphone) is the First National roving reporter. Mercer went down 40 feet and told the Yankee Network audience about what he saw below. Badger & Browning Inc., Boston, is agency.

NEWS FOR WOMEN
Baker's Series Is Complete With Comic Strip

DESIGNED especially for women listeners, Bell Bakeries Inc., Davenport, Ia. (Bell Bread), on March 15 began a six-weekly morning quarter-hour series of news broadcasts, complete with comic strip and sound effects, on WOC, Davenport. The comic strip, a four-minute transcription, features *Belle & Martha* and their complicated household worries.

William Voss, WOC, news commentator, edits the UP news and emphasizes fashion notes, household suggestions, and women's sports events. To merchandise the radio series, letters were sent to all grocers in the station area and placards, hand bills, and mailing pieces were distributed extensively.

The series already is credited with a good sales record for Bell products. The comic strip feature of the program is an exclusive idea in news programming, according to Clark A. Luther, WOC manager.

Finance Test

HOUSEHOLD FINANCE Corp., Chicago (family financial service), which last month began *Across the Breakfast Table*, an early morning quarter-hour script act, on KMBC, Kansas City, will launch another breakfast-hour program in New York on April 5, when it starts sponsoring Jean Paul King in 15-minutes of news on WABC, Monday through Friday, 7:45-8 a. m. The account, which is handled by BBDO, Chicago, is said to be testing these programs for possible use on a nationwide network.

THROUGH an arrangement with the Colonial Network the New York State Broadcasting System is now broadcasting about two hours a day of programs originating at WAAB, Colonial key station in Boston.

WGVA are the call letters assigned by the FCC for the new 1,000-watt daytime station on 1050 kc. which on March 9 it authorized Glenn Van Auken, attorney, to erect in Indianapolis.

Coverage of Coronation Is Planned by Networks On an Extensive Basis

COMPLETE descriptions of the coronation of King George VI and the first speech of the King following his coronation will be broadcast by NBC, CBS and MBS in cooperation with the BBC. In addition each network is planning more or less elaborate series of pre-coronation broadcasts. To handle the CBS broadcasts, Paul White, director of public events and special features, and Bob Traut, announcer, will leave for England on April 13, following up the advance work of Wallace West, on leave from the CBS press department for a European vacation, who sails on April 7 and will spend 11 days in London getting things organized for the arrival of White and Traut. Edward Morrow, who will succeed Cesar Saerchinger as CBS European director on May 1, will leave for London on April 21.

Mutual's coronation coverage is being handled by its European representative, John Steele, who is now in London. NBC has not yet announced whether a special crew will be sent to handle the event. However, Howard Marshall, British commentator will do a series of pre-coronation talks from London for the NBC audience. A part of NBC's description of the coronation will be broadcast by Blevins Davis, Yale University's authority on British coronations.

Another American radio figure who will witness the crowning of a new British King is Rudy Vallee, whose *Variety Hour* on May 6 and May 13 will be broadcast from London with all-English supporting casts.

Rumors of KMTR Sale Denied; Building Planned

DENIAL that negotiations are under way between Universal Pictures Corp., and KMTR, Hollywood, for purchase of the station, was made March 22, by Victor E. Dalton, owner, who said he was going ahead with announced plans to build a $150,000 station and amusement center on a 3½-acre tract at 1028 North Cahuenga Blvd., Hollywood, and that he knew nothing about such a deal.

Report has it that KMTR has been freed of its United Artists Studio Corp. tie and Universal is interested in purchasing the station. With J. Cheever Cowdin, president of Universal Studios and Charles R. Rogers, vice-president in charge of production, meeting in New York, rumor has grown strong in the East as well as the West Coast, that the film studio will go in for extensive air exploitation of its pictures and wants to purchase a Hollywood station for that purpose. This would make Universal a direct competitor on the air with Warner Bros., who own and operate KFWB, Hollywood.

Another angle considered important was that the broadcast studio would serve as an important training center for young talent discovered through programs. Mr. Rogers was expected to return to Hollywood soon, it was said with instructions to proceed along the lines laid down at his meeting with Cowdin.

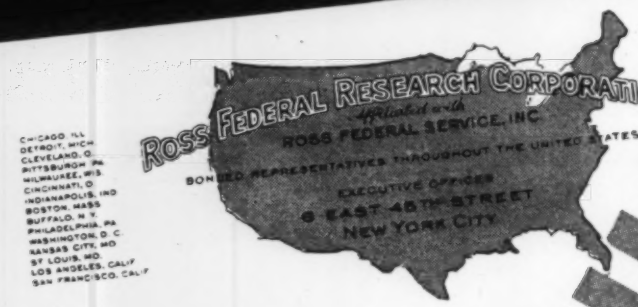
THE STAGE IS SET FOR SALES

Cleveland's only high power, clear channel station, WTAM, is the center of attraction for the enormous Northern Ohio audience—1,017,600 NBC radio families. By using WTAM, advertisers cover the entire Cleveland Chamber of Commerce area—a market both rich and responsive.

WTAM **50,000 WATTS**
NBC Red Network
CLEVELAND

Completely programmed by NBC

HERE IS THE STOR



February 25, 1937

Mr. Donald Withycomb, Gen. Mgr.,
Radio Station WFIL,
Philadelphia, Pa.

Dear Mr. Withycomb:

In accordance with your request, a survey of radio listeners was made in Metropolitan Philadelphia and Wilmington, Del. during the week beginning Tuesday, February 9th, and ending Monday, February 15, 1937.

All business telephone numbers were eliminated. On weekdays the calls were made between 7 A.M. and 10 P.M. and on Sunday between 9 A.M. and 10 P.M. A total of 18,840 completed calls were made during this seven-day period.

All calls were made by skilled telephone interviewers employed by the Ross Federal Research Corporation, under the supervision of experienced Supervisors. The following questions were asked:—

"Have you a radio in your home?"
"Is it turned on?"
"To what station are you listening?"

All replies were recorded on special forms and carefully tabulated. These reports are on file at the office of the Ross Federal Research Corporation in Philadelphia, Pa.

I am attaching hereto the final tabulation of this report, based upon the information given, and the results are true and accurate according to the data received.

Very truly yours,
ROSS FEDERAL RESEARCH CORPORATION
J. A. Kraker
J. A. Kraker,
Philadelphia Branch Manager

Sworn to before me this day of February, 1937.
Anna Rosenthal
Notary Public
Comm. Exp. 3/28/39

ANNA ROSENTHAL NOTARY PUBLIC PHILADELPHIA

ROSS FEDERAL PHILADELPHIA SURVEY

LISTENING

18,84

Ross Federal Research Corporation
coincidental telephone survey of ra
Philadelphia and adjoining markets,
Calls were made between 7 a. m. and

		DATE	WFIL	WCAU	
7 to 12 NOON	Morning	Feb.	%	%	
		9	24.82	27.74	
		10	18.52	31.48	
		11	26.83	34.14	
		12	13.51	35.14	
		13	18.75	37.50	
		14	18.33	48.33	
		15	33.33	28.57	
Total			22.13	33.61	

12 to 6 P. M.	Afternoon	Feb.	%	%	
		9	21.60	24.25	
		10	23.66	36.96	
		11	20.91	23.64	
		12	4.00	21.33	
		13	47.62	15.65	
		14	32.78	25.56	
		15	28.04	18.69	
Total			26.58	24.59	

6 to 10 P. M.	Evening	Feb.	%	%	
		9	26.32	33.45	
		10	18.23	29.86	
		11	18.22	30.80	
		12	22.60	35.58	
		13	34.09	25.65	
		14	23.38	45.78	
		15	23.17	43.38	
Total			23.58	35.54	

7 A. M. to 10 P. M.	Daily Totals	Feb.	%	%	
		9	25.27	31.17	
		10	19.49	31.50	
		11	19.28	29.74	
		12	19.32	33.52	
		13	37.79	22.93	
		14	25.00	41.71	
		15	24.22	39.17	

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WIP

	%		
	3.65		
	7.41		
	0.00		
	2.70		
	6.25		
	0.00		
	0.00		
	3.00		

	%		
	4.65		
	5.91		
	6.36		
	0.00		
	2.72		
	3.89		
	1.87		
	4.07		

	%		
	2.23		
	4.69		
	3.04		
	3.85		
	5.19		
	1.30		
	1.39		
	2.80		

	%		
	2.82		
	5.15		
	3.43		
	3.22		
	3.46		
	1.75		
	1.42		
	1.07		

560 KC.

NBC BLUE NETWORK

•

MUTUAL BROADCASTING SYSTEM
Quaker State Network

WFIL

T
N

XUM

R IN PHILADELPHIA

NG IN PHILADELPHIA

18,84 TED CALLS

ation h ted the MOST EXTENSIVE and ACCURATE of radi preference ever conducted in Metropolitan arkets, h ary 9th to 15th inclusive. 18,840 Completed n. and t he results:

	WIP	WDAS WPEN WRAX	WOR	WEAF	ALL OTHER STATIONS	TOTAL
WCAU	%	%	%	%	%	%
% 27.74	3.65	1.46	2.19	2.19	6.56	100
31.48	7.41	0.00	5.56	0.00	0.00	100
34.14	0.00	0.00	0.00	0.00	0.00	100
35.14	2.70	2.70	0.00	0.00	0.00	100
17.50	6.25	6.25	0.00	0.00	6.25	100
8.33	0.00	3.33	5.00	0.00	1.67	100
8.57	0.00	0.00	0.00	0.00	0.00	100
3.61	3.00	1.64	2.46	.82	3.00	100
% 25	%	%	%	%	%	%
% 25	4.65	6.65	3.32	.66	4.32	100
23.6	5.91	.54	2.69	1.08	1.60	100
31.8	6.36	.91	1.82	0.00	4.54	100
37.5	0.00	18.67	1.33	1.33	5.34	100
12.6	2.72	4.08	1.36	0.00	.67	100
22.2	3.89	1.67	4.44	0.00	1.11	100
34.9	1.87	9.35	2.80	.93	0.00	100
59 25.5	4.07	4.97	2.80	.54	2.54	100
%	%	%	%	%	%	%
% 21.1	2.23	2.50	2.41	.62	2.94	100
30.2	4.69	2.95	2.26	.17	4.51	100
30.1	3.04	3.04	1.95	.65	2.82	100
19.9	3.85	2.64	2.16	.96	2.89	100
20.1	5.19	3.25	.65	.32	1.30	100
17.2	1.30	.81	.97	0.00	2.76	100
15.5	1.39	1.22	1.22	.35	1.39	100
21.8	2.80	2.26	1.79	.44	2.77	100
%	%	%	%	%	%	%
% 22.1	2.82	3.21	2.57	.77	3.53	100
28.1	5.15	2.20	2.57	.37	3.54	100
30.2	3.43	2.45	1.80	.49	2.94	100
23.8	3.22	4.92	1.89	.95	3.04	100
17.6	6.46	3.61	.85	.22	1.27	100
18.2	1.75	1.17	1.99	0.00	2.33	100
18.6	1.42	2.42	1.42	.43	1.15	100
	2.07	2.76	2.04	.49	2.73	100

ADJOINING MARKETS

So far this Ross Federal Survey has indicated how Philadelphians rank the various ra station's popularity. But what about hundreds of thousands of other listeners located important markets some distance from Philadelphia? WCAU operates on 1170 KC with 50,0 watts; KYW on 1020 KC with 10,000 watts; WFIL on 560 KC with 1,000 watts. Can 1,000 wat on WFIL maintain its relative listener popularity ranking in these nearby cities? Let's se

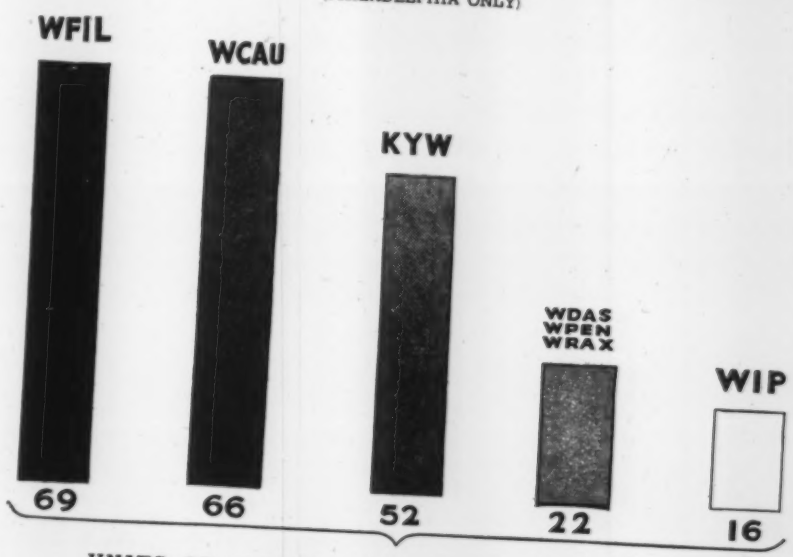
Wilmington, Delaware, is approximately 30 miles distant. Its population of 106,597 peop depends primarily upon Philadelphia radio stations for entertainment. It is therefore a goo typical secondary market to prove a rather startling point.

Ross Federal made a special coincidental study of listening habits in Wilmington. Th found:

	WFIL	WCAU	WDEL	WJZ	KYW	WOR	WIP	WEAF	WDAS WPEN WRAX	ALL OTHERS	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Wilmington	29.28	34.23	9.46	10.81	4.95	3.38	2.48	2.93	.45	2.03	100
Philadelphia	24.08	33.23		8.93	22.67	2.04	3.07	.49	2.76	2.73	100

COMPARATIVE VALUE OF ADVERTISING DOLLAR

(PHILADELPHIA ONLY)



UNITS OF LISTENING AUDIENCE PER DOLLAR

Based on latest hourly rates published in Standard Rate and Data as applied to percentages of listening audience ascertained by Ross Federal Research Corporation

THE STATION THAT PRODUCES MORE BUSINESS FOR LESS MONEY

XUM

Networks Align More Stations To Boost Nationwide Coverage

MORE intensive nationwide coverage by the three major networks—NBC's Red and Blue and CBS—is the objective of their current spurt in alignment of stations.

That NBC is shooting for two separate nationwide chains, by supplementing the Blue with permanent outlets in the South and Southwest, is clearly indicated in the trend. With 122 stations definitely signed, NBC is negotiating with at least a half-dozen others and has come to understandings with most of them for affiliation.

Among the stations shortly expected to become aligned with the network are KGKO, Fort Worth, WTFI, Athens, which has an FCC permit to move to Atlanta with the call WAGA, and WDSU, New Orleans. In Memphis there have been conversations with WNBR. All of these stations presumably would become Blue Network outlets with the present supplementary stations on both Red and Blue in those cities becoming basic Red outlets.

KSOO, Sioux Falls, S. D., also has been signed by NBC with service to begin "when facilities are available." The station operates on 1110 kc. with 2500 watts limited time. Joseph Henkin is the owner and manager. He also holds the license for a new local, KELO, now under construction to operate on 1200 kc. with 100 watts.

CBS Also Active

Meanwhile, CBS is proceeding apace in aligning stations. While thought of a second CBS network some months ago was dissipated, CBS nevertheless has been laying the groundwork for an additional network on the Pacific Coast (see story on page 22). Among its latest acquisitions as affiliates are WTAQ, Green Bay, Wis. and WKBH, La Crosse, Wis. It has practically come to an agreement with WGBI, Scranton, Pa., with the signature awaiting merely the arrangement of local affairs by the station which has seven-eighths time. Service is expected to start not later than May 1 while the La Crosse station service was to begin at once under a five-year contract with WTAQ joining the network on April 10. WMAZ, Macon, joins CBS April 4.

NBC brought its actual list of affiliates up to 122 with the alignment of KANS, Wichita, WLEU, Erie, and WRTD, new Richmond station. KANS, new 100 watter, becomes an optional Red and Blue outlet April 1. WLEU becomes an optional basic Blue on the same date. WRTD will be the Blue outlet and WMBG, now on CBS, becomes the Red outlet in Richmond, replacing WRVA, on June 27.

KIDO, Boise, Idaho, joins NBC July 1 as a member of the North Mountain Group and will be supplementary to both the NBC Red and Blue networks. It is owned by C. G. Phillips and Frank L. Hill, and operates on 1350 kc. with 2500 watts day and 1000 watts night.

KANS has been on the air since Sept. 19, 1936, thus breaking all records for new station affiliations with a network. It has a base rate of $120 per hour. Charles C. Theis, Wichita investment banker, is president, with Don Searle, manager of WIBW, Topeka, and KMMJ, Clay Center, as vice-president. Herb Hollister is secretary-treasurer and general manager of the station, which operates on 1210 kc. with 100 watts.

KANS TO NBC—As Herb Hollister, secretary-treasurer and general manager of the Wichita station signed the NBC contract with Keith Kiggins, station relations department looking on. The station joins the network as an optional Red and Blue outlet on April 1.

WLEU is the only station in Erie and is owned by Leo J. O'Melian. Operating on 1420 kc., with a day power of 250 watts and night power of 100 watts, the station will have a base rate of $120.

WRTD was authorized by the FCC on application of the *Richmond Times-Dispatch*. It will be assigned to the 1500 kc. channel with 100 watts. The ownership is the same as that of WTAR, Norfolk, also an NBC outlet operated by the *Virginian Pilot*.

WMBG, Richmond, is owned by Havens & Martin Inc., and operates on 1350 kc. with 500 watts.

Atlanta Situation

So far as known, definite contracts have not yet been signed by NBC with the stations in the South and Southwest area earmarked for Basic Blue operation. WTFI, which becomes WAGA when it moves to Atlanta, will be operated by a new company associated with the *Atlanta Journal*, operating WSB. However, ownership of the corporation will rest with Arde Bulova, New York watch manufacturer and broadcaster, Harold A. Lafount, former Radio Commissioner, and the *Journal*. Lambdin Kay, general manager of WSB, will become manager of the station. The station operates on 1450 kc. with 500 watts.

WDSU was formerly a CBS outlet and has been operating independently for about a year. There have been conversations with NBC for a Blue affiliation by Joseph H. Uhalt, president, and P. K. Ewing, vice-president and general manager. The present NBC Red and Blue outlet in New Orleans is WSMB, which presumably would become the Basic Red outlet should the Blue arrangement be consummated. It operates on 1250 kc. with 1000 watts.

WGBI, shortly to become the CBS outlet in Scranton, operates on 880 kc. with 500 watts. Using seven-eighths time, it has made an arrangement with WQAN, operated by the *Scranton Times*, whereby full time network service would be possible. WGBI has been on the air continuously since 1925 with the same call letters and ownership. Frank Megargee is president. The base rate for the station will be $150. The station has a 1000-watt daytime application pending.

WMAZ operates on 1180 kc. with 1,000 watts limited time. It has an application pending for full time, however. It will join CBS April 4 with a $125 base rate. E. K. Cargill is president and general manager.

WTAQ operates on 1330 kc. with 1000 watts and is managed by Rev. James A. Wagner. Operated by the same interests is WHBY, also in Green Bay. The new LaCrosse outlet, WKBH, has been taking intermittent CBS programs for some time but now has been signed as a regular outlet under five-year contract. It operates on 1380 kc. with 1000 watts. The manager is Otta M. Schlaboch.

FREE DRAMATICS
WHK-WJAY Give Lessons to Embryo Actors

UNITED BROADCASTING Co., dramatic school in Cleveland, free to those who desire training in radio drama, started March 31 at the studios of WHK and WJAY, with Gene Lavalle, former film vaudeville and stage performer and dramatic director of United, teaching the classes.

Original plans called for one class weekly but an overwhelming response from listeners with dramatic leanings followed first announcement of schools opening and classes may be extended to twice weekly. After two months of intensive training in radio dramatics, WHK and WJAY will present plays enacted by the cream of the class. Those who develop rapidly will be used in the station's regular dramatic presentations, including dramatized news.

Lavalle, assisted by Production Manager John T. Vorpe, Assistant Production Manager Russell Richmond and News Editor Bev Dean, in training dramatic students in radio technique, hopes to develop many character actors and actresses.

From the Capitol

WITH its first broadcast from a Minnesota legislative committee room bringing in a heavy response from listeners, KSTP, St. Paul, has completed arrangements to carry a weekly series of these broadcasts through to the conclusion of the 1937 legislative session late in April. The broadcasts, during which microphones are moved directly into committee rooms at the state capitol, are carried each Tuesday, with Val Bjornson, editorial commentator, opening each of them with a preliminary discussion to give listeners the necessary background to the discussions in progress. The committee room broadcasts are in addition to a daily program, *The Capitol Speaks*, during which senators and representatives are interviewed on the day's legislative highlights.

14 Station Grants For First Quarter

Several Hundred More Sought In Recent Applications

HAVING authorized the erection of 57 new broadcasting stations during 1936 [BROADCASTING, 1937 Yearbook Number], the FCC Broadcast Division during the first three months of 1937 granted construction permits for 14 additional stations and has pending before it applications for several hundred more which remain for hearing or for action on examiners' reports.

Following is the complete list of new station grants thus far this year, together with their ownership and wave and power assignments; none of the stations is yet on the air, although a majority of the 1936 grantees already have their stations in operation:

New Stations of 1937

KPFA, Helena, Mont.—CP issued to Peoples Forum of the Air (Barclay Craighead, Helena, 50%; E. B. Craney, Butte, 40%; Sam C. Ford, Helena, 10%); 100 watts on 1210 kc.

WJOY, Saginaw, Mich.—CP issued to Harold F. Gross, WJIM, Lansing, and Edmund C. Shields, Saginaw, 50% each; 500 watts daytime on 950 kc.

WDSM, Superior, Wis.—CP issued to Fred A. Baxter, retired former mayor; 100 watts on 1200 kc.

WSNJ, Bridgeton, N. J.—CP issued to Eastern States Broadcasting Corp. (Howard S. Frazier, consulting engineer, Hotel Pennsylvania, Philadelphia, 51%); 100 watts daytime on 1210 kc.

KTMS, Santa Barbara, Cal.—CP issued to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, 95%); 500 watts on 1220 kc.

KRIS, Corpus Christi, Tex.—CP issued to Gulf Coast Broadcasting Co. (W. G. Kinsolving, publisher of *Corpus Christi Caller-Times;* John A. Mobley and Margaret Browning); 250 watts night and 500 watts day on 1330 kc.

WICA, Ashtabula, O.—CP issued to C. A. Rowley, publisher of *Ashtabula Star-Beacon;* 250 watts daytime on 940 kc.

KTKC, Visalia, Cal.—CP issued to Tulare-Kings County Associates (Charles A. Whitmore, president, publisher of *Visalia Times-Delta*, 37½%; Homer A. Wood publisher of *Porterville Recorder*, 25%; Percy M. Whitehead, publisher of *Tulare Advance Register* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal*, 12½%); 250 watts daytime on 1190 kc.

WRTD, Richmond, Va.—CP issued to Times Dispatch Publishing Co., publisher of *Richmond Times Dispatch;* 100 watts on 1500 kc.

KOKO, La Junta, Col.—CP issued to Southwest Broadcasting Co. (Leonard E. Wilson, KIDW, Lamar, and KGIW, Alamosa, 60%; Charles T. Miller, 35 %; O. C. Samuel, 5%); 100 watts on 1370 kc.

KWNO, Winona, Minn.—CP issued to Winona Radio Service, a partnership (M. H. White, business manager of Winona *Republican-Herald*, Herman R. Weicking, editor of *Winona Republican-Herald;* Harry Dahl, chief owner of WKBH, La Crosse; Otto M. Schlabach, LaCrosse attorney); 100 watts daytime on 1200 kc.

KATE, Albert Lea, Minn.—CP issued to Albert Lea Broadcasting Corp. (E. L. Hayek, president, Trades Publishing Co., publisher of *Northwestern Jeweler;* Q. J. David, president, David Inc., St. Paul; George J. Wolf, vice president of Meyer Wolf & Sons Co., Albert Lea furniture dealers; Haskell Sargent, assistant to president of Twin City Rapid Transit Co., St. Paul; L. B. Farrington, St. Paul; William B. Wolf, Austin); 100 watts daytime on 1200 kc.

WMBS, Uniontown, Pa.—CP issued to Fayette Broadcasting Corp. (Harry A. Cottom, judge of Common Pleas Court of Fayette County, 20%; Edward Dumbauld, attorney, 20%; Joseph H. Echard, superintendent, Pennsylvania State Highway Department., 20%; Joseph C. Burwell, radio, 20%; W. Russell Carr, attorney, 20%); 250 watts daytime on 1420 kc.

WGVA, Indianapolis—CP issued to Glenn Van Auken, attorney; 1,000 watts daytime on 1050 kc.

CAL-ASPIRIN Corp., Chicago (aspirin), is recording its *Painted Dreams* broadcasts on MBS and is using the transcriptions (WBS) on WJR, Detroit. Show runs 15-minutes, five days a week.

ASSOCIATED PRESENTS

NEW and RE-NEW FOR 1937

featuring an impressive cast of radio stations

"a record hit!"

the swing to superior transcriptions continues

NEW SUBSCRIBERS

Station WGPC
Albany, Georgia
Station WIOD
Miami, Florida
Station WIND
Gary, Indiana
Station WCHS
Charleston, W. Va.
Station WMCA
New York City, N. Y.
Station KYA
San Francisco, Calif.
Station WFAM
South Bend, Ind.
Station WSBT
South Bend, Ind.
Station WSPD
Toledo, Ohio
Station KGFJ
Los Angeles, Calif.
Station KTAR
Phoenix, Arizona
Station KEHE
Los Angeles, Calif.

Since January 1, 1937, a round dozen new subscribers had signed up for ASSOCIATED RECORDED PROGRAM SERVICE—and 13 radio stations had renewed contracts for another year, up to March 12. We welcome these new subscribers—and thank the old. And we invite you to investigate "the best entertainment on records"—ASSOCIATED!

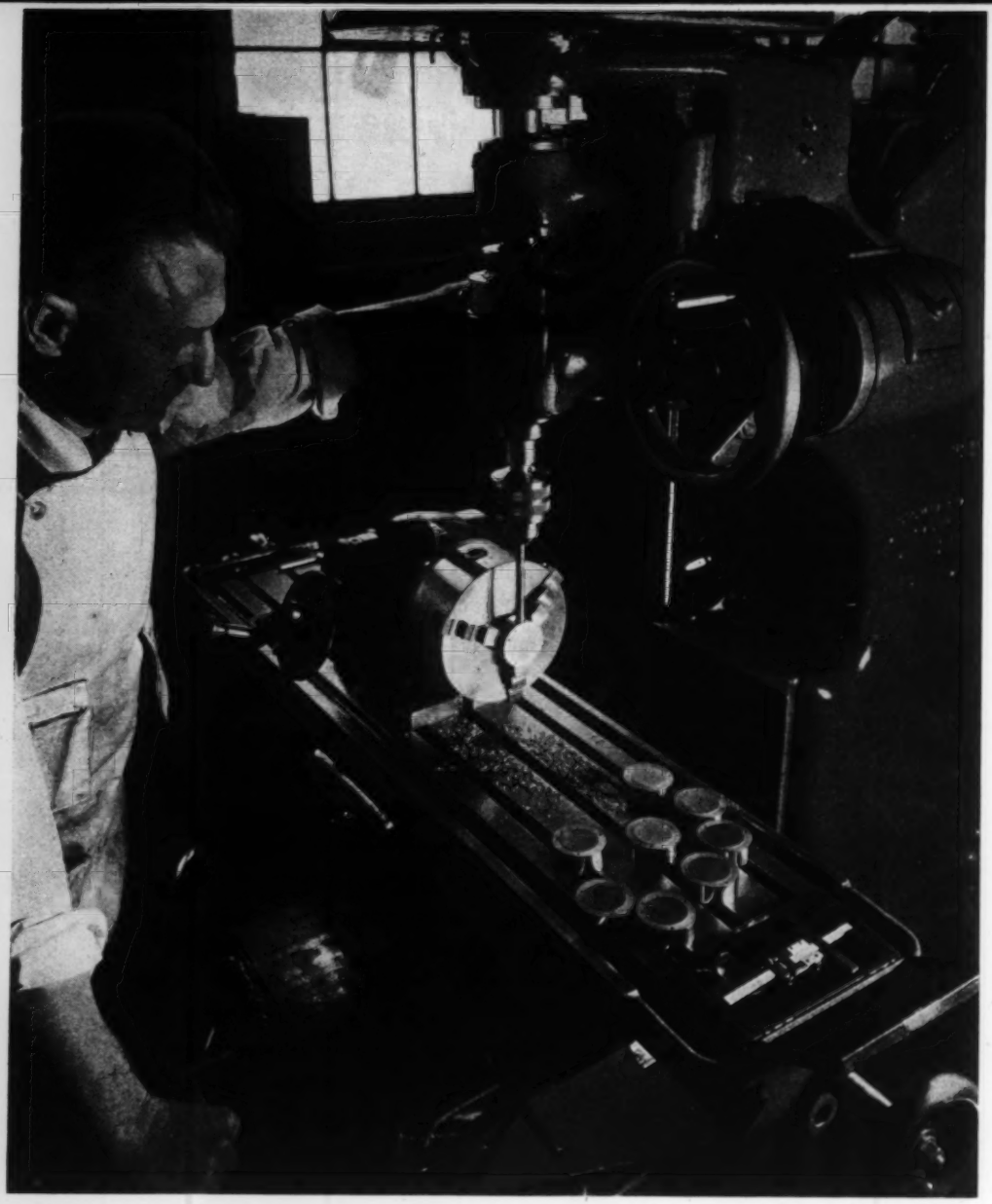
RENEWALS

Station WINS
New York City, N. Y.
Station WHEC
Rochester, N. Y.
Station WGR
Buffalo, N. Y.
Station WKBW
Buffalo, N. Y.
Station KSL
Salt Lake City, Utah
Station WXYZ
Detroit, Mich.
Station KFWB
Los Angeles, Calif.
Station KXBY
Kansas City, Mo.
Station WTMJ
Milwaukee, Wisc.
Station WMAS
Springfield, Mass.
Station WFIL
Philadelphia, Pa.
Station WCAE
Pittsburgh, Pa.
Station WBAL
Baltimore, Md.

The Aristocrat of the Turntable

ASSOCIATED RECORDED PROGRAM SERVICE

PRODUCED BY ASSOCIATED MUSIC PUBLISHERS, 25 W.45th St., New York



COLLINS

A crystal holder is a simple thing . .

but this one is being very carefully made. Completed, it will consist of 54 parts, machined and ground with precision. It will hold the quartz "heart" of a Collins transmitter which will beat millions of times per second. Final accuracy will be within five parts in a million.

In every department of the 40,000 square foot Collins plant similar highly specialized technical jobs are being done. Unique, ingenious, painstaking, this work is responsible for the wide acceptance of Collins equipment.

COLLINS RADIO COMPANY CEDAR RAPIDS, IOWA

IN THE CONTROL ROOM

RALPH G. DENECHAUD, NBC Hollywood engineer, and Barbara Millard were married March 20 at Long Beach, Cal. Mrs. Denechaud is secretary to Harrison Holliway, general manager of KFI-KECA, Los Angeles.

HAL DIEKER, NBC Hollywood sound effects operator, is the father of a girl, Judith Ray, born March 13.

IVAN LORENZEN and Dub Everly have been transferred to the transmitter by KFYR, Bismarck, N. D., with Dick Kaiser as relief operator and remote engineer.

ERNIE GREWER, control operator of KFYR, Bismarck, N. D., is the father of a baby boy born recently.

TOM SPELLMAN, recently with KPAC, Port Arthur, Tex., has been appointed assistant engineer of KRRV, Sherman, Tex.

MILTON DANIELL, recently of KNOW, Austin, Tex., has joined Earl Cullum in radio research work in Dallas.

A. J. FORGACH is now radio operator at the WENR, Chicago, transmitter replacing LeRoy Moffett who was transferred to the New York engineering department.

FRAN E. GOLDER, who has been with the Chicago NBC engineering department on a temporary basis, is now a regular member of the staff. He replaces Wilmer E. Ragsdale, resigned.

H. C. REDMAN has been added to the technical staff of KMTR, Hollywood, replacing Jim Guest who resigned to become chief engineer of a new station at San Luis Obispo, Cal., now being erected.

FRED LIGGETT, on leave from WTMV, E. St. Louis, for more than a year because of illness, has returned to his duties as chief engineer.

MACK DONNELL, formerly of KGA, Spokane, has been added to the technical staff of KLS, Oakland.

HARRY M. BOONE, formerly of WFMD, Frederick, Md., has joined the engineering staff of WFBR, Baltimore.

JAMES WRIGHT, formerly on the technical staff of KMTR, Hollywood, is now with KEHE, Los Angeles.

W. D. KELLOGG has joined NBC's San Francisco engineering staff, to fill the vacancy that occurred when W. A. Clark was transferred to the network's New York headquarters for experimental work in connection with television.

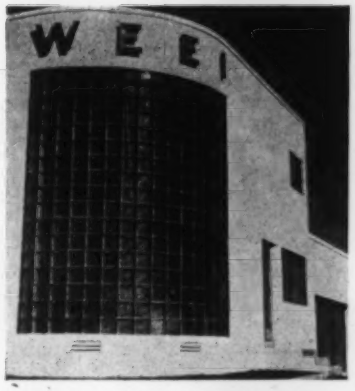
A. H. KORB, NBC studio engineer, has recently been transferred from Schenectady to Hollywood.

P. F. NARKON, formerly with the Buffalo Broadcasting Corp., and K. M. Durkee have been added to the studio engineers on the NBC staff at Schenectady.

D. H. COOPER has been named operations supervisor of NBC in Washington, following transfer of Philip A. Merryman to NBC station relations in New York. R. L. Terrell moves to senior control supervisor and D. A. Ullman becomes junior supervisor. J. A. Bissell, W. J. English and A. T. Powley have joined the Washington staff.

WALTER R. BROWN, of New York, and Mervin S. Adams, of San Francisco, have been selected by NBC to start on a 7,000-mile jaunt to Enderbury Island in the mid-Pacific some time in April for a quarter-hour broadcast of the eclipse of the sun June 8.

MRS. BEN PARKER, wife of the program director of KIUN, Pecos, Tex., recently passed the test for radio telephone license first class.



DEDICATION—Of new 5,000-watt WE transmitter of WEEI, Boston, completed by CBS, lessor of the station, at Medford, Mass., will take place April 3 with Gov. Hurley leading a big array of state and local celebrities participating. Photo shows ultra-modern new transmitter house, with tower in background.

JIM HATFIELD has been named chief engineer of KIRO, Seattle.

MARSHALL SOURA, formerly of Westinghouse and more recently with Western Electric Co., has joined the staff of WIP, Philadelphia.

J. L. GRETHER, technical supervisor of WTAR, Norfolk, Va., has returned from a trip through the RCA plant in Camden.

BOB BRYANT, formerly of KLAH, Carlsbad, N. M., has joined the engineering staff of KIUN, Pecos, Tex.

JACK LOVELL, formerly of KVOR, Colorado Springs, has joined the engineering staff of WKY, Oklahoma City. E. H. Taylor has been named to the KVOR vacancy.

FREDERICK C. EVERETT has been added to the NBC engineering staff at WTAM, Cleveland. He was formerly with the Ohio state police radio department.

Michigan U Arranges Series on Electronics

DR. VLADIMIR K. ZWORYKIN, television research chief of RCA and B. J. Thompson of the RCA research laboratories, have been added to the list of lecturers of the Electronics Institute which will be conducted by the University of Michigan next summer in two four-week lecture sequences—June 28 to July 28 on high-vacuum, and July 26 to August 20 on gaseous conduction. Other lecturers will include Dr. Lewi Tonks, General Electric Co.; Dr. H. E. Mendenhall and F. B. Llewellyn, Bell Laboratories; Dr. Joseph Slepian and Dr. R. C. Mason, Westinghouse Co.; Prof. L. B. Loeb, University of California; Prof. W. G. Dow, University of Michigan. A bulletin detailing the program is available from Prof. Dow, Ann Arbor, Mich.

Civil Service Jobs

FOUR radio positions in the government are announced by the Civil Service Commision, with applications to take the examinations required by mid-April. Positions are senior radio engineer, $4,600 a year; radio engineer, $3,800 a year; associate radio engineer, $3,200 a year; assistant radio engineer, $2,600 a year. Applications are to be filed with the Civil Service Commission, Washington.

EQUIPMENT

CONTRACTS for the construction of $200,000 studios of WFIL, Philadelphia, have been let to Frank G. Stewart Co., general contractor; Carrier Corp., air conditioning; Johns-Manville Corp., sound proofing and acoustical treatment, according to Donald Withycomb, manager.

KDKA, Pittsburgh, has installed an emergency 50-pair telephone cable routed under ground circuitously from the local telephone exchange to its studios in case the main cable goes out.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., on May 5 will mark its ninth anniversary. Started as a repair business by James R. Fouch, president, who then owned KMIC, Inglewood, and KFWC, Pomona, the company became a manufacturer of microphones and stands, recording machines, blank discs and accessories. Export business is handled by Frazar & Co., San Francisco.

FIRST NATIONAL TELEVISION Inc., Kansas City, announces a 28-page catalog *Vision*, for television engineers, describing activities of its technical school.

WESTERN ELECTRIC Co. announces a new sales bulletin describing in detail its new 633A dynamic (salt-shaker) microphone.

WSB, Atlanta, has acquired a new mobile short wave unit, W4XCI, which was introduced to its audience March 15 with early-morning broadcasts that included pickups from a milk truck, the governor's and mayor's homes, police headquarters, etc. Lambdin Kay, manager, with Chief Engineer C. F. Daugherty and Engineers Frank Cantrell and Bob Holbrook, with other members of the staff, manned the unit or handled the broadcasts.

E. V. BRINCKERHOFF & Co. Inc., New York transcription organization, has just completed a large new recording studio capable of accommodating a 40-piece orchestra. E. V. Brinckerhoff, president of the company, stated that the increase in recording activity necessitated the additional studio.

RCA equipment has been ordered for the new KSRO, Santa Rosa, Cal., which the FCC recently authorized E. L. Finley, publisher of the *Santa Rosa Press Democrat & Republican*, to erect with 250 watts daytime on 1310 kc. Mr. Finley reports the transmitter house is now being built and he hopes to have the station on the air early in June.

WESTERN ELECTRIC equipment has been ordered for KSJS, new 100 watter on 1500 kc., at Salina, Kan., now being constructed by R. J. Laubengayer, publisher of the *Salina Journal*. Manager and personnel have not yet been selected.

KFXJ, Grand Junction, Col., has installed new studio control equipment, including RCA velocity microphones. VB 109 studio mixer and transcription equipment have been purchased from Gates Radio & Supply Co., Quincy, Ill.

WTMV, East St. Louis, has installed a Western Electric 23-A speech input console completed under the supervision of Alfred L. Bergtold, chief engineer.

KRSC, Seattle, has installed new speech input equipment, two RCA transcription tables, 250-watt transmitter, remote amplifiers, and a new Truscon vertical radiator.

KWKH and KTBS, Shreveport, have purchased RCA instantaneous recording equipment.

TRIUMPH MFG. Co., Chicago, announces a 1937 Model 120A direct reading 115 volt 50-60 cycle a.c. operated signal generator. Maximum output signal strength has been increased to 200,000 microvolts to provide for automatic frequency control service work. The generator employs a 606 r.f. oscillator, a 76 suppressor injection audio modulator and a 76 rectifier tube.

ISOLANTITE Inc. has issued Bulletin No. 101 containing a detailed description of its complete coaxial transmission line system reaching from transmitter to antenna, now in use by over 100 radio stations. Isolantite also announces the appointment of Hazard Advertising Corp., New York, to handle its advertising.

KVOR, Colorado Springs, has installed a new Blaw-Knox vertical radiator and Western Electric transmitter in addition to completely equipping new studios and offices.

WAGF, Dothan, Ala., has installed Western Electric 23A studio equipment including eight-ball microphones and a Gates B-94 three-channel remote amplifier using WE 630-A microphones.

WCAU Fading Reduced With Tuned Hat Antenna

JOINT research by engineers of RCA Mfg. Co. and WCAU, Philadelphia, on fading characteristics of the top-loaded WCAU antenna, has led to the conclusion that the guyed cantilever tower may be modified by means of a tuned hat to bring a marked reduction in fading throughout the service area, according to a paper made public March 8 by RCA.

Through a long series of experiments, in which the 100-foot shaft atop the 400-foot antenna was replaced by varying types of hats, the night service area was increased to almost the same as the day area, with no increase in power and only a slight increase in ground signal. The improvement was made within a 66-mile area. Value of making fading records on charts at high and low speeds was emphasized. It was further pointed out that no fading test taken on a single night is conclusive, since the characteristics of the Heaviside layer are extremely variable in nature.

The report was prepared by G. H. Brown for RCA and John G. Leitch, technical supervisor of WCAU, and approved by E. W. Engstrom of the RCA engineering department. Others who participated in the tests were Charles Miller and George Lewis, WCAU, and J. Epstein and R. F. Lewis, RCA.

WKRC Dedicates

NEW studios and offices of WKRC, Cincinnati, were dedicated March 27 by holding open house and serving a buffet dinner. Guest speakers included Gov. Martin L. Davey and Mayor Russell Wilson and WSAI paid tribute to WKRC. Air-conditioned throughout, the new studios are equipped with RCA velocity microphones and floating wall insulation. A 5000-watt transmitter has been installed.

"GOING to school" is part of the official regimen of announcers of KFAB and KFOR, Lincoln, Neb. Each Friday afternoon an instructor from the foreign language department of the University of Nebraska gives lessons at the studio on pronouncing foreign words.

Disc Firms In Chicago Shift Music Recording to New York

Petrillo Ruling for Standby Musicians Blocks Transcription Campaigns Planned by Sponsors

By HAL TATE

SINCE the provocative Chicago transcription ruling went into effect March 5 when James C. Petrillo read his rules before representatives of Chicago transcription companies, three important events have occured.

First, transcription firms with branch offices in Chicago have made plans to have transcriptions requiring the use of musicians made in either New York or Hollywood in the future. As things stand today only dramatic shows are to be waxed in Chicago.

Second, it is alleged that Mr. Petrillo, because of his czarist edict, has already lost for members of the Chicago Federation of Musicians wages running into thousands of dollars.

Thirdly, Mr. Petrillo has been demanding written contracts from recording companies guaranteeing that their records will be made for home consumption and if the records should be played on the air the recording companies will be held responsible.

Sponsors Shift Plans

Mid-Continent Petroleum Corp., Tulsa, (DX gasoline), was all set to have a quarter hour transcription series (which was to have run twice weekly for 13 weeks over 22 stations) made in Chicago. When World Broadcasting System asked Petrillo if the transcriptions could be run on the stations, Petrillo, after writing the local unions involved, informed WBS that the transcriptions could not be played on about half of the stations unless standby musicians were used. Mid-Continent thus was forced to forego plans to make their transcriptions in Chicago and is currently making them in New York. Miles Laboratories (Alka-Seltzer) also had been contemplating a transcription series which would have been made in Chicago but since Mr. Petrillo's ruling will be forced to make the transcriptions elsewhere—probably in New York. Obviously, it is held thousands of dollars have been lost by Chicago musicians already since the Petrillo edict.

Two recording companies in Chicago — Victor and Decca — had been contemplating making records of Wayne King and Bob Crosby orchestras. The board of directors of the Chicago Federation of Musicians, headed by Mr. Petrillo, told M. Rockford, representing Wayne King and Monroe Wayne of Decca Records, Inc., that recordings could be made provided the Victor Recording Co. and Decca Records Inc. would sign contracts guaranteeing that the records would be used for home consumption only and that the recording companies would be held responsible in the event the records would be used for any other purpose than home consumption. If Victor and Decca make the records they would be held responsible if the records were played over the air.

It is believed to be Mr. Petrillo's intention to see just how many musicians' locals all over the country will support him in his attempt to get standby musicians in whatever city a transcription is played. Then, if enough cities back him up he could bring up his proposal at the national AFM convention in June. Before he would let WBS make transcriptions in Chicago which required the services of union musicians, he asked them to what cities the transcriptions would be sent. When WBS had given him the list of stations and cities, Mr. Petrillo sent a letter to the local union musician's groups asking if they would permit the transcriptions to be played there unless standby musicians were used. Of the 23 cities involved it is reported that ten—headed by Omaha, Minneapolis, and Milwaukee—supported Mr. Petrillo. Since Mid-Continent Petroleum Corp. did not want to start the campaign unless the transcriptions could go to all 23 cities it dropped plans to make the transcriptions in Chicago.

Another event indicating that Mr. Petrollo is desirous of knowing just how many local union groups all over the country will back him occured when E. W. Young, of the transcription department of NBC, Chicago, made a request to Mr. Petrillo to make transcriptions (in which union musicians would be used) for Schlitz Brewing Co. and the Carnation Co. Petrillo flatly denied Mr. Young permission inasmuch as the stations which would be broadcasting the transcriptions were not known at the time the request was made.

D'Arcy Laboratories also had to submit a list of the 52 stations to be used for a transcription campaign in which an organist would supply the incidental music. Mr. Petrillo sent a letter to the D'Arcy Laboratories in which he stated that 98% of the locals concerned said that a stand-by organist must be employed whenever the transcription was played over a station.

Effect on Nets

Fundamentally it is claimed, transcription companies making transcriptions to be used only once and a network program which is broadcast over wires only once are the same. Yet if Mr. Petrillo has his way, standbys must be hired in every station where a transcription is played whereas no standbys need be added in cities where a network program is heard.

The scheme is viewed by some as a "grandstand" play by Mr. Petrillo to gain votes of local unions all over the country if he runs for the presidency of the AFM this June.

THE TRANSCRIPTION DILEMMA

Head of Recording Company Sees Need of Action In Chicago Musicians Controversy

By ELLIS W. D'ARCY
President, D'Arcy Laboratories, Chicago

AT THE OUTSET, it may be well to explain the attitude of D'Arcy Laboratories toward workers. We believe in the right of labor to organize. We believe in its rights to elect its own representatives. So strongly do we believe in this that we feel government controlled impartial bodies should be set up to conduct elections at stated intervals for all labor unions. In this way both employers and labor could be certain that the views expressed by any union executive were substantially those of his members. We further believe in the right of labor to bargain with employers through its representatives on all questions affecting hours, pay and working conditions . . . . But we do not believe in the right of any individual or group except the national and state legislatures to dictate to an employer the type of business in which he shall engage.

Need of Protection

To protect employers from hostile and coercive action of this type, the federal government long ago established well-defined anti-trust legislation. It would seem that it might be well to invoke this legislation against the Petrillo ruling. Consider these excerpts from a letter addressed by Mr. Petrillo to musicians locals affiliated with the American Federation of Labor throughout the nation. (In response to a request of ours for a ruling on the use of an organ in providing theme and interlude music for a dramatic show, so that we would know where we stood):

". . . . We will not permit any records made after March 5 of this year to leave our jurisdiction unless the permission of your Local (if they are to be used in your jurisdiction) has been first secured . . . . We will abide by whatever decision you may make."

Bear in mind that the "records" of which this letter spoke were transcriptions made in such manner that the odds were strongly against them being used more than a single time on any station. Also bear in mind that the letter bearing this somewhat peculiar statement crossed several state lines. The Post Office and other common carriers stand ready—they are even compelled by law—to carry such transcriptions to whatever broadcasting station they may be consigned. And the law gives transcription companies in Chicago or elsewhere in the United States the right to make such recordings.

The very interest of the members of the local musicians union are not served by such a ruling, and many of them express themselves privately as being bitterly aware of it. What then is the answer?

In our conversations with Mr. Petrillo and the members of his board, we stressed the following points: Transcriptions are virtually a necessity if smaller stations everywhere are to operate. The musicians' scale for making transcriptions is higher than that for playing on any of the major networks. The amount of displacement of local musicians at any station by a transcribed show—if there is actually any such displacement—is exactly the same as that of a similar show sent out on the networks, no more and no less. Yet despite all these and other admittedly logical arguments, the unfair and arbitrary ruling remains.

What is to be done about it? The answer is obvious. The industry must stand up for its rights. The stations effected—and that includes the greater number of broadcasting stations in the United States—must present a united front. Advertisers and their agencies must do likewise. And the networks should rub their eyes and take a careful view of the situation. Consider the result if such a ruling should be applied to them. What if the national federation were to decree that each station carrying a network show should be forced to employ a like number of stand-by musicians. Just imagine a broadcast of the New York Philharmonic under such a ruling. Think of the chaos that would follow—the utter wrecking of an industry giving employment to thousands, including musicians—and ask yourselves what is to prevent such a ruling at the whim of some union executive?

A united front must be presented. Broadcasting stations, transcription companies, advertisers and advertising agencies must join in demanding their rights as American citizens and employers of American labor to proceed with their legitimate business aims. Legislation now in force must be invoked and such additional legislation asked for as appears to be needed. It is also to be hoped—and it is not wholly improbable—that labor itself will call for a changed attitude on the part of its leaders, forcing them to abandon dictatorial methods and to truly represent their members.

As a party to such a movement, or alone, D'Arcy Laboratories proposes to go forward, relying on the laws of the land for its protection in a legitimate enterprise.

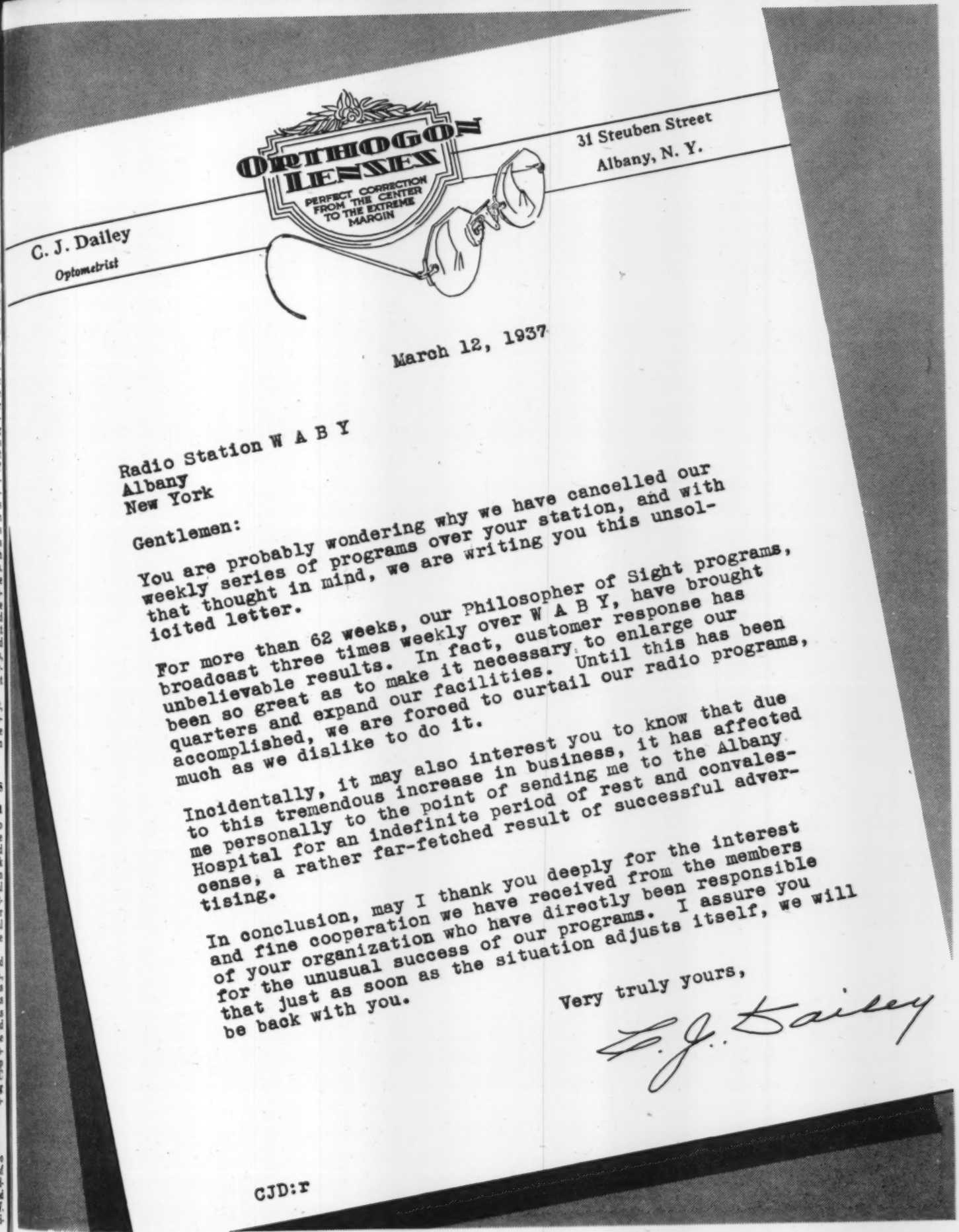
Shortwave Travelogues Will Promote America

UNSPONSORED but designed to "sell America to the rest of the world as a country of historic and scenic beauty," a new 10-week series of travelogue programs, in the production of which several travel organizations are cooperating, was started March 29 over W2XAF and W2XAD, General Electric's international shortwave stations at Schenectady.

The first program was prepared by the American Express Co., which will alternate with Simmons Tours in presenting the programs every other Monday. The programs are carried in English, French and Spanish and are timed to hit the various time zones at good listening hours. The lack of sponsorship is explained by the fact that FCC rules still prohibit the broadcasting of sponsored programs on the international shortwave lengths.

Rit Disc Spots

RIT PRODUCTS Co., Chicago (Rit dyes), has started a series of dramatized announcements, recorded by WBS, on an unannounced list of stations, placed by H. W. Kastor & Sons Adv. Co. Inc., Chicago.


ORTHOGON LENSES
PERFECT CORRECTION FROM THE CENTER TO THE EXTREME MARGIN
C. J. Dailey
Optometrist
31 Steuben Street
Albany, N. Y.
March 12, 1937
Radio Station W A B Y
Albany
New York
Gentlemen:
You are probably wondering why we have cancelled our weekly series of programs over your station, and with that thought in mind, we are writing you this unsolicited letter.
For more than 62 weeks, our Philosopher of Sight programs, broadcast three times weekly over W A B Y, have brought unbelievable results. In fact, customer response has been so great as to make it necessary to enlarge our quarters and expand our facilities. Until this has been accomplished, we are forced to curtail our radio programs, much as we dislike to do it.
Incidentally, it may also interest you to know that due to this tremendous increase in business, it has affected me personally to the point of sending me to the Albany Hospital for an indefinite period of rest and convalescense, a rather far-fetched result of successful advertising.
In conclusion, may I thank you deeply for the interest and fine cooperation we have received from the members of your organization who have directly been responsible for the unusual success of our programs. I assure you that just as soon as the situation adjusts itself, we will be back with you.
Very truly yours,
C. J. Dailey
CJD:r

Yardstick Devised For Evaluation of Educational Radio

Federal Specialist Proposes Four-Point Measurement

A YARDSTICK to determine the degree of education in educational programs is defined by Dr. C. F. Klinefelter, administrative assistant to the U. S. Commissioner of Education, in an article published in the March issue of *School Life*, official organ of the Office of Education. Dr. Klinefelter, who was appointed to his new post March 23, has been an educational consultant of the Vocational Education Division of the Office. He is also vice-chairman of the Federal Radio Education Committee comprising 40 representatives of the radio industry and various interests of education.

The Four Points

Dr. Klinefelter's yardstick, covering four points, is as follows:

1. Does the program convey to the listeners socially desirable information which they did not possess before hearing the program? If so, the program is educational. (This is an application of the informing procedure.) But the significance of the term *"socially desirable information"* must not be overlooked. It means information which society at large would regard as being generally desirable for the average person to know, especially such types of information as tend to improve the individual himself and enable him to keep pace with the gradually rising level of social knowledge and culture. This would classify programs dealing with merely curious bits of information as being entertaining rather than educational.

2. Does the program discuss items of knowledge and give clear-cut directions for their practical application so that the listeners not only have a clear understanding of the items of knowledge but can make practical application of them as need or occasion arises? If so, the program is educational. (This is an application of one phase of the teaching procedure.)

3. Does the program give a step-by-step explanation of how to do or make a certain thing with clear-cut directions as each step is covered so that the listeners can do or make the thing as need or occasion may arise? If so, the program is educational. (This is an application of the other phase of the teaching procedure.)

4. Does the program present a problem involving the exercise of judgment or constructive thinking in such a way as to bring out, in an impartial and dispassionate manner, all of the various factors involved in the problem so that the listeners are stimulated to make an intelligent evaluation and arrive at a logical conclusion? If so, the program is educational. (This is an application of the thinking procedure.)

Dr. Klinefelter explained that it should be recognized that the four-point tests "merely determine whether the general purpose or objective of a given program is educational."

"These tests do not measure the relative efficiency of the program in attaining its purpose or objective. For example, it is generally admitted that learning cannot take place without mental activity on the part of the learner. With the ever-present danger that the radio listener may hear a program while in a purely passive mental state of reception, special attention must be given in building and presenting an educational program to the use of such methods and devices as will offer the best chances of stimulating an active mental state on the part of the listeners and induce them to carry on after the program and search out additional material for themselves."

Dime a Boner

BONERS made by announcers of KLZ, Denver are sent in each week by listeners, who are awarded theater tickets. The tickets are financed from 10-cent fines levied on the guilty announcers, who are hauled before Arthur Wuth, judge and program director of the *Boners Court*, a new program.

WISN Building Plant

DESPITE a raging blizzard, WISN, Milwaukee, on March 24 began construction of its new modern transmitter house in preparation for the installation of a new RCA transmitter, while tower engineers simultaneously began work on the base of the new mammoth vertical radiator. Construction will be completed on or about May 30. The transmitter ordered from RCA at Camden, is expected to arrive April 15, and it is anticipated that the new transmitter house will be completed on that date. The new transmission house will be located on the roof of the Public Service Building, home of the Milwaukee Electric Light Co., near the heart of Milwaukee's downtown business district. The antenna designed by Blaw-Knox, will be 254 feet above the insulators and the insulators 71 feet above the street level, making the tower peak 325 feet above the street.

KEHE in New Home

EXECUTIVE staff of KEHE, Los Angeles, Hearst station, moved from the present studio building at 214 S. Vermont Ave., into the new headquarters at 141 N. Vermont on March 27. The new studios are to be ready for use April 15 when a dedicatory program is planned on the California Radio System, of which KEHE is a unit. When completed the structure will be one of the finest equipped studio buildings in the country, with an auditorium seating 300 persons. Two large studios will be used for orchestral and ensemble work with two smaller ones for lectures and drama. New development program is directed by Ford Billings, west coast manager of Hearst Radio Inc., who is also manager of the California Radio System, and C. B. Juneau, assistant manager, who has been with the station since its inception.

Jesse Butcher to NBC

JESSE BUTCHER, one-time publicity director of CBS and more recently a partner in the radio production and talent management firm of Bruce Chapman - Jesse Butcher Inc., has joined the stations relations staff of NBC in New York where he will be engaged in general contact work with the network's affiliated stations and on various special assignments. Mr. Butcher came to radio from the newspaper field, having been on the editorial staff of the *New York Times* for seven years and later having headed that paper's news syndicate. Mr. Chapman will carry on the business of the Bruce Chapman-Jesse Butcher Inc., under the same name.

AWARD—Abbott Tessman (right), staff announcer of KGO, San Francisco NBC station, receives the winner's trophy from Sidney Garfinkel, manager of the Sidney Garfinkel Adv. Agency, sponsors of the recent contest to determine the ace staff announcer of San Francisco. It is the plan of the Sidney Garfinkel Agency to make the contest an annual affair, awarding a trophy to the winning announcer and one to the station.

WFLA Transfer

OWNERSHIP of WFLA, Clearwater, Fla., last month passed from the city of Clearwater to the Florida West Coast Broadcasting Co., which has operated the station under lease for several years. Pursuant to a purchase contract signed June 15, 1936, the station was purchased by H. H. Baskin, former mayor of Clearwater, and W. Walter Tison, director of the station. Mayor R. E. Green, in announcing the transaction, explained that the broadcasting company had turned over ten city bonds with a face value of $10,000 and bond interest coupons with a face value of $217,000. Previously it had deposited with the city coupons representing $25,700. The total face value of bonds and coupons received by the city for the station, he said, amounted to $252,700. WFLA operates on 620 kc. with 5,000 watts day and 1,000 watts night, sharing time with WSUN, St. Petersburg, which is owned by that city.

WLFA-WSUN Separation

ALREADY operating as separate entities, WSUN at St. Petersburg and WFLA at Clearwater, leading Florida stations, applied to the FCC March 19 for formal modification of license so as to form two stations under their separate call letters. The license is now issued to WFLA-WSUN in combination to use 1,000 watts night and 5,000 days on 620 kc. The FCC is asked to give WFLA full time Mondays, Wednesdays and Fridays, WSUN full time Tuesdays, Thursdays and Saturdays, time to be shared Sundays. This is the schedule the stations are now following. W. Walter Tison manages WFLA and Harold H. Meyer manages WSUN.

KIT, Yakima, Wash., increases in status from local to regional by an FCC Broadcast Division decision which authorized a shift from 1310 to 1250 kc., and an increase in power from 100 watts night, 250 watts day to 250 watts night and 500 day, unlimited time.

Tempo Offering Series Founded on World War

A SERIES designed to give today's radio audience a day-by-day account of the events of 1917 and 1918, titled *Twenty Years Ago Today*, with each broadcast depicting the events of the day exactly 20 years before, is being offered to advertisers and agencies by Tempo Radio Productions, recently organized in Los Angeles to write, direct and produce commercial radio programs. Allan M. Wilson and Van C. Newkirk, principals in the new firm and responsible for the writing and production of the new program, have been engaged in radio production for agencies and stations in California for the past ten years.

Mr. Wilson, who is currently in New York giving auditions of *Twenty Years Ago Today* said the series can be built either as a purely historical feature or as a fictional drama against the war background, and there is so much material to choose from that the program can be slanted to fit the purpose of any sponsor.

Making Radio Drama

RADIO play production and the trick of combining words, music and sound effects into programs will be revealed to members of America's 4-H Clubs in a series of talks by NBC experts on the *National Farm & Home Hour*, Fridays at 12:30 p. m. on NBC-Blue. The talks are designed to help the clubs with their script writing for their Social Progress contest and will include April 2 "General Continuity Plan", by Paul Wing, director of children's programs; April 9, "Sound Effects", by M. W. Wood, head of NBC Chicago sound effects department; April 16, "Music", by Dr. Frank Black, general music director; April 23, "Production", by C. L. Menser, production manager NBC central division; May 7, "Characters and Dramatization in "Continuity", by Ken Robinson, assistant continuity editor.

Utility's Meeting

SOUTHERN CALIFORNIA EDISON Co., Los Angeles, with more than 75,000 stockholders in Southern California, on March 16 broadcast its annual stockholders' meeting from the Edison Auditorium, that city, over 5 Don Lee Broadcasting System stations (KHJ, KDB, KPMC, KFXM, KVOE) and by special arrangements, KFOX, Long Beach, from noon to 1 p. m. (PST). Broadcast was in substitution for the wired radio transmission over the company's privately-owned telephone system which was utilized last year, and was adopted to reach the great majority of stockholders as well as consumers.

ARNEW Adds

TWO new members have been added to the executive committee of the Association of Radio News Editors and Writers, according to an announcement March 25 by John VanCronkhite, president. They are Al Hollender, news editor of WJJD-WIND, Chicago, and Jack Harris, news editor of WSM, Nashville. Headquarters of the organization have been moved from New York to 360 N. Michigan Ave., Chicago.

TRANSAMERICAN acknowledges with thanks its appointment as sole sales agent for radio's newest facility.

Over 30% of the nation's retail sales are made in the intensive coverage area delivered by the wired combination of Cincinnati, New York, Philadelphia and Pittsburgh. This does not take into account the huge secondary bonus coverage of *"The Most Sensible Buy In Broadcasting."*

By the use of additional facilities available through **TRANSAMERICAN**, the advertiser now may cover a territory or a nation at no cost for program distribution and with the most possible value for his advertising dollar.

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Keynote to Selling By Radio Is Found In Merchandising

E. P. H. JAMES, manager of NBC promotion division, speaking March 19 before the New York Advertising Club on "What is Broadcast Merchandising" said his department will guide and suggest but will not handle the sales promotion job, that there is a need for a tieup with all other promotion in a radio sales drive, and that no set rule should be adopted with regard to the entertainment program being more effective than a direct selling method.

Mr. James defined broadcast merchandising as the task of achieving 100% sales efficiency in the sales effort and spoke of the library of merchandising material that NBC has developed.

"The term 'merchandising', like the well known and much abused phrase 'sales promotion' means different things to different people," said Mr. James. "I am not going to insist that my particular definition of 'merchandising' is right to anyone except me. I will give you my definition of what broadcast merchandising means to NBC.

"To us, broadcast merchandising means the carrying out of carefully planned promotional activities which will ensure getting the utmost effectiveness out of a broadcast campaign. This is a very broad task and it embraces practically every form of advertising and sales promotion. It is such an important subject that we have for the past four or five years published a monthly magazine devoted exclusively to broadcast merchandising. Its contents consist of factual accounts of what our clients have successfully done in the way of broadcasting campaigns.

Using a Road Map

"In order to guide advertisers and advertising agencies, we use what we call a merchandising road map, which we publish and republish from time to time and of which I have copies here. This is simply a check chart to show what we term the basic methods a client may use to support the radio campaign and get the utmost from it in the way of support to the other forms of advertising. Many variations of these methods are possible, depending on the imagination and experience of the one who plans the campaign.

"Perhaps the most important of all the phases of broadcast merchandising, in our eyes, is merchandising at the point of sale.

"Most of the basic methods shown may be expected to bring the prospect to the store in a buying mood but the merchandising job is not completely successful until the consumer asks the dealer for the product. It is here that various forms of advertising in the way of store displays can tie up most effectively with radio.

"Broadcast advertising brings word of mouth advertising to millions of homes instead of to a few homes that a single salesman could call on. It leaves an impression in the mind of the prospect, it associates the name of the product with the pleasure of the entertainment, and it may send people into a store to try the product. But for the most part the consumer goes downtown several hours or days after hearing about the product in the radio program and it requires some reminder, as he or she enters the store, to focus the full effect of the radio goodwill created for the product at just the moment when the sale should be made.

"People sometimes say glibly that there are many more contests and free offers on the air than ever before. So far as NBC records go, the facts do not bear this out. In 1935 there were 194 advertisers on NBC networks who sponsored 227 network programs, made 360 offers and sponsored 85 contests. In 1936 we had 193 advertisers who sponsored 226 network programs, made 383 offers and 84 contests, showing a very remarkable degree of stability.

"We believe it is the function of the broadcasting systems or the radio stations to pass along ideas to the advertiser and to show him effective ways of carrying out these ideas, but we do not believe it is their function to do this actual merchandising work.

Work for Specialists

"We believe that each form of advertising and sales promotion can be best carried out by those who specialize in it. Our specialty is radio advertising and while we have experts in merchandising to guide us and our clients in ways and means of cashing in on this radio advertising, we believe that the actual preparation of booklets, pamphlets, window displays, salesmen's bulletins, portfolios and direct mail should be handled by the advertising agency and by the client himself rather than by us.

"We will gladly make suggestions and recommendations, and work in the creation of the merchandising campaign, of course. But free merchandising as such is taboo with NBC.

"Most of the men working in broadcast advertising are men experienced in other forms of advertising and sales promotion—many of them have come from the newspaper and magazine fields. This experience has warned them off these various free merchandising activities, which so readily lend themselves to abuse.

"We believe that this philosophy is quite general throughout the broadcasting industry and we find that most of our advertisers and advertising agencies are quick to see the logic of it and to back us in our stand.

"Broadcast merchandising, to most advertisers, is the keynote to successful selling by radio."

WSM, Nashville, has retained John VanCronkhite Associates, Inc., news counselling service. Mr. VanCronkhite, former news editor of WBBM and the CBS western division, has been in Nashville for a fortnight in connection with the service.

Birds and Bees

TALKS ON nature lore, originating at Connecticut State College, Storrs, and sent 25 miles to WDRC, Hartford, by shortwave on 100 mc., are broadcast each Sunday afternoon by Prof. J. Armington Manter, renewing his programs which were discontinued when the college station ceased operation.

LIGHT BRICKS — Are used at WHBL, Sheboygan, Wis. Made of hollow glass blocks, partially vacuum, they are said to retard heat flow, solve temperature control problems, and retard sound transmission. More daylight, perfectly diffused, is said to result. The glass is translucent, providing light without sacrifice of privacy.

First Pressings Made Of *Phenomenon* Series For Utility Sponsorship

FIRST pressings of the serial *Phenomenon*, subtitled *Electrifying History* and written and produced specially for sponsorship by local public utility companies, were completed in mid-March following arrangements made in Hollywood by Arthur B. Church, operator of KMBC, Kansas City, who originated the feature over that station and will syndicate it through KMBC Features, the station's subsidiary. Mr. Church returned from Hollywood in latter March after completing production details for the first 65 programs with the Los Angeles branch of WBS, which will do the pressing.

The series, cut both vertically and laterally, will be for sale either to stations or utility companies after April 25. It is based on a fantastic invention which can project humans back through the ages. An impressive cast has been assembled for the production, including Hugh Conrad (also known as Westbrook Van Vorhes) of the *March of Time* as narrator; Claude Rains, Warner Brothers star; Fred MacKaye, as Jerry Powers, the young electrical engineer; Robert Frazer, as the old inventor, and Jean Colbert, as the inventor's daughter. All are noted stage and screen stars.

Mr. Church has assigned his own staff to work on the production in Hollywood. In charge is Fran Heyser, KMBC production manager and producer of the famous *Happy Hollow* series. Author of the scripts is Barbara Winthrop, of the KMBC continuity staff. A special score has been written by Albert von Tilzer, with whom P. Hans Flath, KMBC musical director, is collaborating.

Magazine to Go Net

NEW YORK WOMAN Inc., New York publisher of *New York Woman*, is planning a network program to begin late in April, according to James Monahan, vice-president in charge of promotion. Neither the program nor network has been selected yet.

'Rackets' Programs Raise Title Issue

WBNX Asks NAB to Set Up Title Clearing House

AN ISSUE over purported duplication of titles of radio programs was raised March 29 by WBNX, New York, in a protest to the NAB. W. C. Alcorn, WBNX general manager, in a letter to James W. Baldwin, NAB managing director, requested establishment of a "radio title clearing house" where stations might be protected within their own area and against use of similar titles.

The program over which Mr. Alcorn raised the issue is entitled *Rackets* which, he held, is being simulated over other stations.

In this connection, two new radio series designed to educate the public to avoid being swindled by business racketeers were launched the last week in March, one over Mutual on Saturday evenings and the other over Inter-City on Tuesday evenings. Both programs are written and produced with the cooperation of the National Better Business Bureau which has opened its files to the script writers so that their fictional programs may be based on actual case records. The MBS program is titled *It's a Racket*, and the Inter-City series is called *Warning Signals*.

Possible Convention Issue

Mr. Baldwin declared March 30 that the question was one which warranted consideration of the NAB membership and that if the industry desired such a clearing house, he was prepared to follow through on it. He indicated he would submit the matter to the next convention of the NAB, probably to be held in June.

In his letter, Mr. Alcorn said that many instances have arisen recently in which titles so closely resembling the original as to constitute duplication were used by several different stations serving the same local listening areas. "Such a situation is particularly disturbing in the promotion of programs for commercial possibilities," he said. "While it is true that this practice of duplication is frequently unintentional, it constitutes a nuisance sufficiently provoking to warrant some effort at reform." Mr. Alcorn continued:

"The unrestricted use of titles in which little or no consideration is given to priority, discourages alertness in the selection of program names and creates additional abuses in the duplication of program ideas.

"In view of the fact above, may we suggest that the NAB take under consideration the establishment of a clearing house for program titles. Radio stations would then have the means of registering their original programs against duplication. They would also have the convenience of consulting the bureau for priority rights in the use of a title.

"We are reasonably sure that radio stations will welcome such a clearing house and will cooperate willingly for their mutual protection."

KMA Scoops the Nation!

Acme Photo

KMA was the *first* non-local station to broadcast the complete story of this Texas school disaster *direct from the scene.*

Setting a new record in remote control service, KMA was on the air *from Texas* with eyewitness accounts of this tragedy just five hours and forty-three minutes after the explosion.

It is no wonder that KMA has such a large, responsive audience. For over 12 years, Earl May has insisted that KMA's listeners be given the newest and best . . . irrespective of cost. This long-established, friendly confiddence means . . . **sales.**

KMA's four-state service area includes 503,000 radio homes . . . more than there are in the entire state of Iowa. KMA is the *natural* medium for dominating this big-buying, regional market.

5000 WATTS L.S.

NEW VERTICAL RADIATOR

NEW R.C.A. STUDIO EQUIPMENT

NEW R.C.A. TRANSMITTER

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WILSON-DALTON-ROBERTSON
New York • Chicago • Kansas City

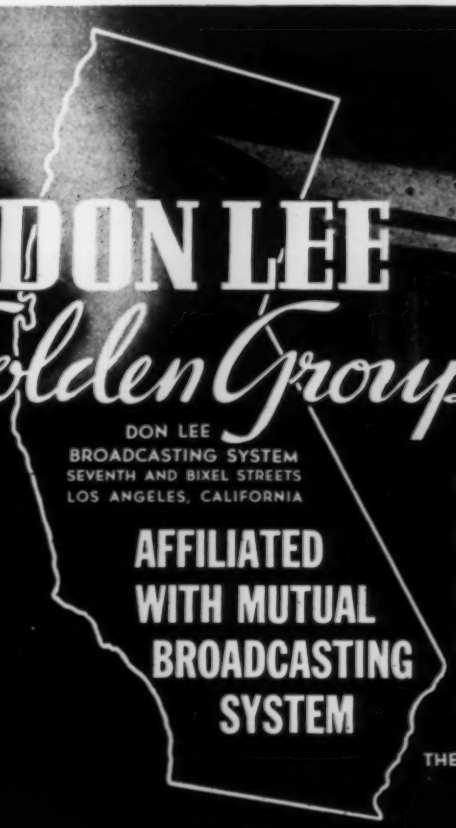
Pacific Coast Representatives
WALTER BIDDICK COMPANY
Los Angeles • San Francisco • Seattle

KMA The Earl May Station SHENANDOAH, IA.

P R E S S

S U R E

✱ You can't buy a ten dollar ticket from Los Angeles to New York. It simply won't take you THROUGH. It will dump you off somewhere over in Nevada. And you can't use nighttime in the East — daytime in the West and get the same radio results. If it takes nighttime pressure in New York — why not put on nighttime pressure in California? • When it's LATER in New York it's EARLIER in California. Three or four HOURS earlier. Therefore, a program pumped out of New York at seven P. M. reaches California at four o'clock — plays to only HALF the nighttime audience — generates only half as much pressure — and produces only half as many sales! • It's just as tough to sell Californians as anybody else. So if it takes nighttime to move the EAST why not use nighttime in the West? • It's very simple. We'll produce a nighttime program for you, broadcast it when the best and most Californians can hear it. Things will begin to happen.



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KGB . . . . . *San Diego*
KDB . . . . . *Santa Barbara*
KFXM . . . . *San Bernardino*

KPMC . . . . . *Bakersfield*
KDON *Monterey-Del Monte*
KGDM . . . . . *Stockton*
KVOE . . . . . *Santa Ana*
KXO . . . . . *El Centro*

THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG.—NEW YORK
TRIBUNE TOWER—CHICAGO

XUM

Havana Conference

(*Continued from page 17*)

a corps of representatives about, including the late former Vice-President Charles Curtis.

There was a group of "unofficial observers" from the United States at the sessions, but they did not participate in any of the sessions. Among them were Louis G. Caldwell, former Radio Commission general counsel; J. H. DeWitt Jr., WSM chief engineer, and Carl J. Meyers, WGN chief engineer, representing the Clear Channel Group; James W. Baldwin, NAB managing director; Dr. C. B. Jolliffe, former FCC chief engineer, representing RCA and NBC; I. R. Baker, chief of transmitter sales of RCA Mfg. Co., and Glenn D. Gillett, representing Don Lee and WHK, Cleveland.

Committee Plan

Another important recommendation for study was the proposal, initiated by the Cuban delegation, to establish a Pan-American CCIR, an international technical consulting committee composed of representatives of North, Central and South American nations, patterned after the CCIR which functions under the International Telecommunications Convention. If this recommendation is adopted at the November conference, the organization will presumably be established soon thereafter at Havana as the most convenient point, and will thereafter meet from time to time for study and consideration of technical radio questions having an international importance in allocations and the elimination of interference across boundaries.

Much attention was given in preliminary discussion to division of clear channels among the North American nations. Since agreement on this will be left to the November session, none of the propositions actually was adopted. Such factors as geographical area, population, receiving sets, and other combinations of data were offered by the various delegations as the basis on which to compute these allocations. For example, on the basis of population alone, it was brought out, Mexico would receive one and one half times the clear channels assigned to Canada and about four times those assigned to Cuba. On this basis, the United States would have a great advantage with over ten times the number assigned to Canada. Canada, on the other hand, covers a geographical area of 3,600,000 square miles which is about equal to that of the United States when Alaska and Insular possessions are included. Yet it has one-tenth the population.

Most of these combinations and permutations brought fantastic results. From the outset, the United States delegation held that no mathematical formula could be made that would work justice to all parties and that the solution must be formed on a practical basis in the light of actual needs. As the conference progressed, other delegations seemed increasingly convinced of the soundness of this view. The outcome was the question of whether a certain formula can be found and submitted to the governments for study between now and the November conference.

TO BE PERFECTLY CANDID — These are candid shots mainly of innocent bystanders among the unofficial observers. First we have, languishing in philosophic contemplation, Jack DeWitt Jr., WSM chief engineer (towel for sun protection, not ice). Next, not Cuba's version of September Morn, but technical radio's contribution to masculine pulchritude, Carl Meyers, WGN chief engineer. Third, Mr. and Mrs. Emilio Ascarraga, owner of XEW, Mexico City, delegate from that country, with Dr. C. B. Jolliffe, RCA representative, and, seen sauntering down the street, I. R. (Blimp) Baker, RCA chief of transmitter sales.

The Canadian delegation consisted of Walter A. Rush, Controller of Radio; J. W. Bain, radio engineer; Donald Manson, of the Canadian Broadcasting Corp. and K. A. MacKinnon, an engineer in the Canadian Broadcasting Corp. Messrs. Rush, Bain and Manson were all veterans of former radio conferences, both Mr. Bain and Mr. Manson having been at Madrid.

Other Delegations

The Mexican delegation consisted of Sr. Alfonso Gomez Morentin, director general of posts and telegraphs, chairman; Ingenieros Ignacio Galindo, and Augustin Flores. Senor Flores was with the Mexican delegation at Madrid. Two days after the conference opened, a fourth delegate was added to the Mexican group. Emilio Ascarraga, owner and president of XEW, a 50 kw. station at Mexico City and important figure in Mexican broadcasting circles. Senor Ascarraga is also owner of a large theatre in Mexico City, was formerly distributor for RCA, and has acquired virtually 90% or more control of the music composers and the artists in Mexico. He was accompanied by his wife, both of whom attended the NAB convention at Chicago last July.

The Cuban delegation was composed of Sr. Wilfredo Albanes, Senator of the Republic, chairman; Nicolas G. Mendoza, Director of Radio; Arturo Novo Vidal, Inspector General of Radio; Alfonso Hernandez Cata, superintendent of the laboratory in the Department of Communications; Dr. Luis Moas, assistant chancellor in the Bureau of Protocol, Department of State; Raul Karman, engineer; Julio Cesar Ulloa, engineer; Luis Martinez, engineer; Andres Asecncio, major in the Constitutional Army; Jose Lara, lieutenant in the Central Army and member of the Institute of Radio Engineers; Amadeo Saenz de Calahorra, engineer, member of the Radio Club of Cuba. Secretary-General of the conference was Dr. R. Hernandez Portela, Cuban Minister to Argentina.

Summary of Results of the Havana Radio Conference

OVERSHADOWING all other results of the conference was the agreement reached on a recommendation that the respective governments study a proposed classification of channels in the broadcast band into six categories and of broadcast stations into six classes, accompanied by a series of definitions and engineering standards calculated to give the desired amount of protection from interference to each category. In practically all respects except labels, these categories, definitions and standards parallel the six classes of stations proposed in the Craven-Ring report. Early in the Conference it developed that other delegations had received and studied this report. Their willingness to agree to some of its major conclusions was regarded as a tribute to the technical soundness, fairness and foresight with which the report was prepared.

The proposed six categories of channels fall into three major groups—clear, regional and local, corresponding with certain exceptions, to the traditional classification of broadcast stations in the United States, first established as the basis for the 1928 classification.

The first group, called "clear channels", would be subdivided into three categories, A, B and C, corresponding very closely to Class A, Class B and Class C as proposed in the Craven-Ring report. The second group, called "regional channels," would contain one category, virtually identical with the Class D stations proposed in the report, namely, regional stations with a maximum nighttime power of 5 kw., and with protection from interference to specified day and night contours in terms of field strength. The third group, called "local channels," would be subdivided into two categories, corresponding to Class E and Class F stations in the report. In other words, one category would comprize those regional channels which under the report would be limited to 1 kw. nighttime power and a standard of protection from interference designed to protect the equivalent of urban coverage. The other category would comprise what have traditionally been called "local channels" in the United States, with a maximum power at present of 100 watts and a proposed maximum of 250 watts.

Definitions Adopted

Little or no difficulty was experienced in arriving at definitions of the regional and local categories. From the outset, it was tacitly assumed by the delegates that these definitions, and the engineering standards incidental thereto, were matters of proper power limitations and adequate mileage and frequency separations. The definitions as set forth in the recommendation for study specify that *all* regional and local channels may be used by *all* North American nations, subject to the observance of proper engineering practice.

The Havana Conference did not attempt to reach agreement on a recommendation specifying which frequencies are to be classed as clear, regional or urban, or any category thereof. It did reach agreement on a recommendation as to the total number of frequencies to be allotted to each category. This also followed almost exactly the conclusions of the Preliminary Engineering Report.

In the band of 540 to 1600 kc., there are 107 ten-kilocycle channels. The Havana recommendation proposed for study that these be divided into 58 clear, 33 regional and 16 local.

The figure of 58 clear channels was arrived at by taking the 40 U. S. clear channels under the FCC regulations and adding thereto the seven frequencies heretofore exclusively assigned to Canada under the agreement of May 5, 1932 between the United States and Canada (540, 690, 730, 840, 910, 960, and 1030 kc.), the four frequencies used by high power regional stations in the United States (1460 to 1490 kc.), and the seven frequencies now unassigned in the band 1510 to 1600 kc. The term "clear channels" does not exclude duplicate operation of two of the three categories of stations coming within this designation.

An endeavor was made to subdivide the 58 clear channels into Categories A, B and C. Since this is so closely intertwined with the question as to how many channels of each class, or, "positions" on such channels, are to be assigned to each nation, it is felt it will be reserved for the November conference. If a guess were to be hazarded, it would be that the number of channels of Categories B

and C will not be greatly increased over what is recommended in the Preliminary Engineering Report for the corresponding classes of stations. That report recommended approximately five Class B channels (presumably in the band 640 to 1190 kc.) and approximately 14 Class C channels (ten of which would presumably be in the band 640 to 1190 kc. and four in the band 1460 to 1490 kc.). Any increases in the channels of either class would probably take the form of recognition of the use actually being made of the seven Canadian exclusive channels. Some of these are already subject to duplicate operation in Canada itself, and others are actually used by stations of substantial power in both Canada and Mexico. When allowance is made for all possibilities, it seems probable that the total of Class A channels will not be more than 39 and may be a few less.

The figure of 33 regional channels was arrived at by taking the 30 regional channels for Class D stations proposed in the Preliminary Engineering Report, and adding thereto the three channels (1530, 1550 and 1570 kc.) now used for experimental high fidelity broadcasting. The figure of 16 local channels was arrived at by combining the 10 regional channels and the six local channels for Class E and Class F stations as proposed in the same Report. Obviously these figures do not involve any change in the number of channels of these respective classes in the United States, and do not forecast any serious change in the status of stations in these classes.

From the outset the chief battle ground was the matter of defining clear channels and settling their repartition among the North American nations, particularly with respect to Category A. The conference was strongly urged to adopt various formulae based on such factors as area, population, receiving sets, and geographical contours and distances (with a given weight to be assigned to each). The conference was also strongly urged to recommend a division of clear channels (particularly Category A), so many to each nation, and even to specify frequencies to this end. No action along these lines was taken, however and this also will be reserved for the November conference.

Short Wave Findings

Somewhat contrary to the expectations of the United States delegation, no effort was made at the Havana Conference toward allocation of any frequencies in the band 1600-6000 kc. to broadcasting. There had been reason to believe that such an effort would be made since certain of the South American countries (notably Bolivia and Colombia) in the equatorial zone had previously indicated their view that there should be such allocation because of limitations said to be imposed by heavy natural static on the use of the regular broadcast band. In all probability, this view will be urged at the November conference. In addition, in proposals submitted for the Cairo Conference, the International Broadcasting Union has already proposed that substantial bands of frequencies in the range 1600-6000 kc. be allocated to broadcasting. The question cannot therefore be regarded as settled at the Havana Conference.

The North American nations, however, seemed to be in accord in regarding such an allocation as undesirable. Those having the most trouble from static, Mexico and Cuba, took the position that the difficulty was about the same in the entire range from the low-frequency end of the broadcast band to well above 3000 kc. and that any opening up of new bands in the higher range would offer no solution to their problems.

Every proposal made by the United States with regard to the range 1600 to 6000 kc. was agreed to by the conference. The most important recommendation was that the Mexico City agreement of 1933 (with minor modifications), and with Part B pertaining to broadcasting deleted, be adopted for study. This agreement divided this portion of the spectrum into bands, each band being allocated to specified services. The only allocation changes were that the amateur band was shifted from 1715-2000 kc. to 1750-2050 kc.; the band assigned to "fixed and mobile (primarily police)" was increased from 1655-1715 kc. to 1655-1750 kc.; and the allocation to television was deleted from the bands 2000-2100 kc. and 2740-2850 kc. In addition, the definition of visual broadcast stations was changed to correspond to the FCC definition of television broadcast stations, and the definition of facsimile broadcast stations was changed to correspond to that of the FCC.

Television Bonds

Another important proposal recommended for study was that, in principle, television should be assigned to frequencies above 40 megacycles. Still another was that, subject to the internal laws of each country, stations of any class may, during earthquakes, floods and similar disasters, carry on emergency communications with points not normally authorized (a provision similar to FCC Rule 23).

A third important proposal was that "the various countries give consideration to the establishment of an international regional police radiotelegraph system with a view to taking action at the November conference. The United States was requested to act as the centralizing administration and to furnish a proposed plan not later than September 15, 1937, for study in advance of the conference.

Cuba proposed an extension of the amateur band from 7000-7300 kc. to 7000-7400 kc. and also that amateur telephony be permitted on this band. The conference agreed that the latter part of this proposal be submitted for study.

Broadcast Band Standards

In a series of recommendations on engineering standards and practice in the broadcast band, the Havana Conference went on record in a manner which should be a source of gratification to the FCC and its Engineering Department. These recommendations were, in the main, submitted by the committee of which Comdr. Craven was chairman.

Some of these recommendations were drawn from Part B of the Mexico City Agreement of 1933; others were taken directly from the engineering standards long followed by the FCC Engineering Department; others were taken from the Craven-Ring Report. The principle of 10 kc. separation in the broadcast band, on frequencies which are even multiples of 10, was incorporated in one recommendation. Other recommendations incorporate principles taken directly from the FCC regulations or from its Engineering Department Standards for the prevention of overmodulation, the suppression of parasitic emissions and the correct measurement of power. The standards for determining and preventing side-channel interference, resulting from the informal engineering conference held at Washington on Jan. 18, 1937, were set forth in another recommendation. The curves resulting from the allocation survey were similarly given recognition as sound. So, also, in substance were the standards of protection against interference for the various classes of stations as set forth in the Craven-Ring Report.

For example, with reference to the regional category of stations, and the two categories of local stations, the contours to be recognized and protected internationally (if the recommendations are adopted in November) are as follows:

	Power	Interference Limit Night	Day
Regional (Class D)	5 kw.	2.5 mv.	.5 mv.
Local (Class E)	1 kw.	4 mv.	2 mv.
Local (Class F)	250 watts	4 mv.	2 mv.

Interference on the same frequency would be adjudged on the 20 to 1 ratio, the interfering signal to be regarded as objectionable if it exceeds 5% of the desired signal 10% of the time or more.

With regard to the three categories of clear channel stations, corresponding results were achieved. The definition of "clear channels" was, in substance, channels used by stations of substantial power over large areas including all the primary service area of each such station and all or a substantial portion of its secondary service area. The primary service area was defined as the area within the line where the ratio of sky-wave to ground-wave approaches unity, and the secondary area as the area beyond that point where service is had from indirect radiation. The three categories differ principally as to power restrictions, and the extent to which the secondary service area is to be protected.

Superpower Approved

Power in excess of 50 kw. may, according to the recommendation, be used only on channels of Category A. Stations on channels on Categories B and C may use power up to, but not in excess of, 50 kw. No recommendation made at the conference would require the use of power in excess of 50 kw. on channels of Category A; each country would be left free to determine its own policy in that regard. On the other hand, there were clear intimations in the recommendations that failure to use power of 50 kw. on a Category A channel might, after the lapse of a given period, be regarded as an inefficient use of the channel and not in accord with sound engineering practice, and as a basis for claims by other nations to a right to use the channel.

A Category A channel is, according to the recommendation, to be protected from interference throughout the entire country to which it is assigned. This is to be done according to an ingenious formula, originating with the Mexican delegation, which would forbid an interfering signal anywhere within the borders of that country greater than 5 microvolts by day and 25 microvolts at night, 10% of the time or more. This is on the basis of protecting the 100-microvolt day contour and the 500-microvolt night contours of such stations. The recommendation further specifies that another station on the same frequency shall not be considered as capable of causing interference to such a clear channel station (of any category) if it is separated from the clear channel station by a time difference of five hours or if it is located no closer to the clear channel station than indicated in the following table.

Power	Distance
1 kw	3000 miles
50 kw	3500 miles
Over 50 kw	4000 miles

The principal purposes of the table were to recognize the time differences already in force be-

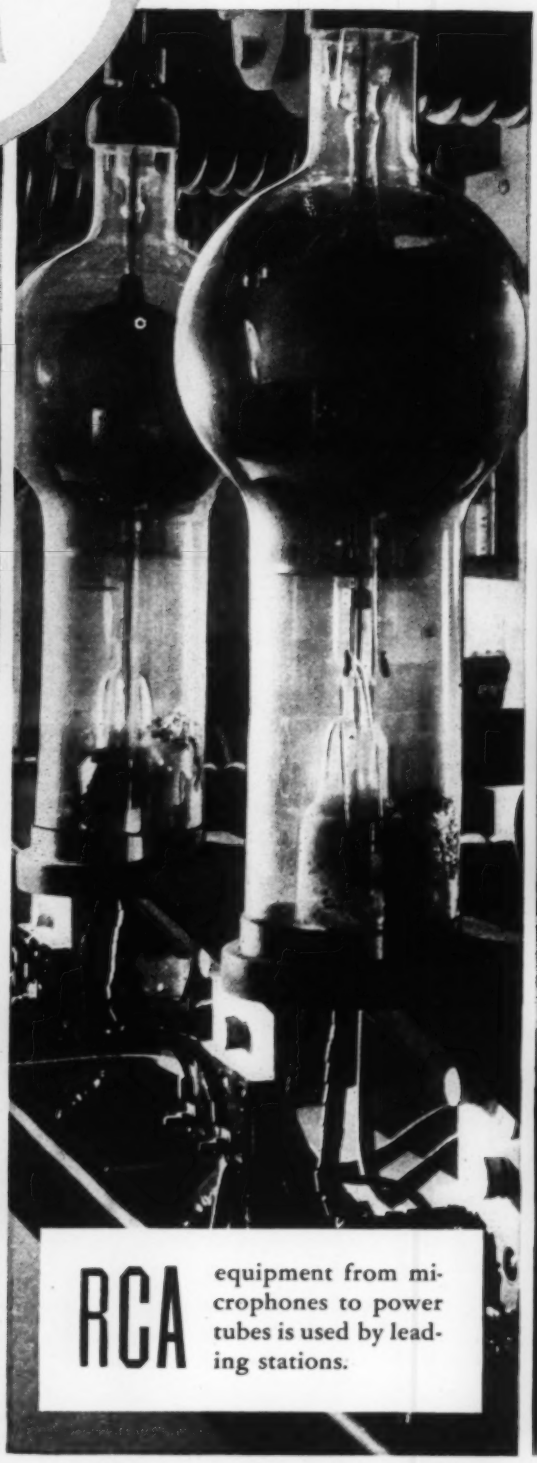
(*Continued on page 67*)

FCC Principals in the Mexican Border Case

FCC aides in the case of *U. S. vs. Norman Baker, et al*, scheduled to be tried in Federal district court in Laredo, Tex., April 19. Left to right are George Porter, FCC assistant chief counsel in charge of broadcasting; Maj. A. V. Dalrymple, senior attorney; Andrew D. Ring, assistant chief engineer for broadcasting, and William Massing, chief of license bureau. They leave Washington April 15 to participate in the trial of the ex-Muscatine (Iowa) broadcaster and cancer hospital operator, now operating over XENT, Nuevo Laredo, Mexico, and of E. R. Rood, alleged astrology broadcaster, and Roy Richardson, alleged lottery broadcaster, all indicted for violating Section 325b of the Communications Act by allegedly maintaining quarters in the U. S. for manufacturing transcriptions and then broadcasting them over the Mexican station for American listeners without FCC authority. Examiner Walker of the FCC on March 17 recommended denial of an application by J. L. Statler, doing business as Baker Hospital, Muscatine, to produce recordings or transcriptions and transport them to stations in Canada or Mexico.

RCA ...ALL

RCA owns and operates NBC, which brings to you scores of outstanding programs.



RCA equipment from microphones to power tubes is used by leading stations.

RCA only company that designs a complete radio system—from microphone to receiver.

RADIO CORPORATION OF A[illegible]

Everything in radio for service in co[illegible]nicat

L THE WAY!

"RCA ALL THE WAY" is *more* than a slogan. It's a statement of fact that means much... to the radio consumer's satisfaction and pleasure... to the dealer's sales and profits. That RCA makes *everything* in radio from the microphone in the studio to the loudspeaker in the home is important. Only RCA is actively engaged in *every* phase of radio. When you buy or sell an RCA product, you can be sure it is soundly engineered by men skilled in all fields of radio... men who have given the benefits of their wide knowledge of every division of the industry to each individual RCA product they design.

RCA IS ACTIVE IN EVERY PHASE OF RADIO

RCA Communications, Inc.... Swift radiotelegraph service between 11 American cities and 45 foreign countries—plus rapid transfer service to all world points.

Radiomarine Corp. of America... Ship-to-ship and ship-to-shore radio communication.

National Broadcasting Co., Inc.... Coast-to-coast radio broadcasting service on Red and Blue networks.

RCA Institutes, Inc.... Technical radio educational service, classroom and correspondence courses.

RCA Manufacturing Co., Inc.... Makers of everything in radio, from microphone in studio to loudspeaker in home. It is this complete experience that attaches a quality meaning to the slogan:

RCA ALL THE WAY!

RCA MANUFACTURING CO., INC. RCA INSTITUTES, INC.
RCA COMMUNICATIONS, INC. RADIOMARINE CORP. OF AMERICA
NATIONAL BROADCASTING CO., INC.

Listen to "The Magic Key" every Sunday, 2 to 3 P.M., E.S.T. on NBC Blue Network

AMERICA · *Radio City* · NEW YORK

communications... broadcasting... reception

XUM

Did You Get Your Copy of the 1937 YEARBOOK Number?

It was mailed to all subscribers in February . . . . . A 396-page edition which brings to date these and many other valuable features important in the daily routine of every advertising agent, radio advertiser, broadcast executive, program builder, equipment manufacturers, etc.

1936 Estimates of
RADIO HOMES, RETAIL SALES AND GROSS STATION REVENUES
(U. S. Regional and State Totals and Percentages from Latest Available Sources)

Transcription, Producing and Talent Services

BROADCASTING STATION REPRESENTATIVES

U. S. Broadcasting Stations by Call Letters . . .

STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

U. S. BROADCASTING STATIONS BY FREQUENCIES

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

Radio Editors of NEWSPAPERS IN THE UNITED STATES AND CANADA

Newspaper Ownership and Control of Radio Stations

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

BROADCASTING STATIONS OF THE UNITED STATES

U. S. Radio Stations Subscribing TO MAJOR PRESS ASSOCIATION NEWS SERVICES

BROADCASTING EQUIPMENT MANUFACTURERS

NATIONAL AND REGIONAL RADIO ADVERTISERS
And Their Agencies

In addition to these features, there are more than two dozen other departments, furnishing an index to every activity relating to broadcasting and its allied fields. It has, in its 396 pages, the largest and most comprehensive amount of radio information ever assembled.

ORDER FORM INCLUDING THE 1937 YEARBOOK NUMBER

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Broadcast Advertising
NATIONAL PRESS BUILDING
WASHINGTON, D. C.

Please enter my subscription to BROADCASTING Magazine including the Yearbook Number.

☐ $3 FOR ONE YEAR
☐ $5 FOR TWO YEARS
☐ CHECK IS ENCLOSED
☐ SEND ME A BILL

ADD $1 FOR FOREIGN SUBSCRIPTION

Name_____

Address_____

City_____

State_____

Firm Name_____

Title_____

Summary of Havana Results

(*Continued from page 63*)

tween the United States and Europe, and the more important geographical distances between points in North America and the principal cities of South America. These distances are not such as to permit duplication on Category A channels in North America at any points at which stations are likely to be established. At this date it is, of course, impossible to foresee whether any attempt will be made or, if made, will be successful, to effect agreement on this and similar subjects among all the nations of North, Central and South America at the forthcoming November conference. The principal South American nations already have a regional agreement in effect among themselves, arrived at some two or three years ago. According to all accounts this agreement is working satisfactorily and, in any event, experience has not yet demonstrated any ground for serious apprehension of interference between stations of the two continents. Approximate measurements indicate, for example, that New York is separated from Rio de Janeiro, Brazil, by over 4600 miles as well as two hours difference in time; from Santiago de Chile by 5000 miles and from Buenos Aires by 5150 miles. From Mexico City these distances are 4300, 3950, and 4400 miles, respectively, while from Canadian points they are, of course, much greater. The only instance of a five hour time difference in North America is as between Newfoundland and the Pacific Coast.

Stations on Category B channels would be protected from interference (if the Havana recommendation is followed) at their 100-microvolt day contours. Other stations may be assigned to channels of this category, but they must, by use of directional antennas or other means, see to it that their interfering signal does not exceed 5 microvolts by day and 5% of the Class B station's night signal at this contour which is better protection than would be accorded Class B stations by the Craven-Ring Report. While subject to the table of distances, or a five-hour time difference, only one clear channel station might be assigned to a Category B channel, the secondary station (or stations) might be of almost any power or class except one of the three clear channel categories.

On Category C channels it is contemplated by the recommendation that two (or more) clear channel stations may operate simultaneously, each employing directional antennas and each protected against interference at its 500 microvolt day contour, day and night.

The recommendation provides, in substance, that each nation to which a clear channel is assigned must use that channel in a manner that conforms to good engineering practice, and that, if within a given number of years that nation fails in this obligation, any other nation which is a party to the agreement may use the frequency in the same manner and under the same conditions as those employed by the nation in question. It also provides that in case any nation to which a clear channel is assigned by agreement permits another nation to use that channel, it must notify the other parties to the proposed agreement in order to give them an opportunity to register objections.

In another recommendation, it is reported, provision is made for the determination of the actual existence of interference. The curves resuting from the Allocation Survey would be presumptive proof of the presence or absence of interference but actual interference (or the lack thereof) may be shown by measurements made during good transmission conditions over a given period (believed to be 10 days).

Ohio Radio Institute

AN EXHIBIT of recordings of educational radio programs will be included in the eighth annual Institute for Education by Radio to be held at Ohio State University, Columbus, May 3-5. The exhibit is designed to compare various programs and call attention to the most meritorious. Nationally known leaders will represent independent stations, networks, colleges, and governmental agencies concerned with radio in discussions of policy, technique, research and talent. Among those who will preside are John W. Studebaker, U. S. Commissioner of Education; George F. Zook, American Council on Education; H. V. Kaltenborn, CBS commentator; Judith Waller, NBC; Frank N. Stanton, CBS; H. B. McCarty, Wisconsin U; Levering Tyson, National Advisory Council on Radio in Education; Paul Reed, Rochester; Dean George F. Arps and Dr. W. W. Charters, Ohio State University.

Amend Lawyers' Rule

THE so-called two-year rule (Rule 101.7), under which the FCC forbids attorneys leaving its staff from practicing before it for two years after their departure, was amended March 17 to make an exception of attorneys for municipal, state or federal governments. The rule, which does not apply to resigning commissioners or engineers, was changed as a result of the request of Joseph L. Heffernan, until recently an FCC attorney, now an assistant to the Attorney General of Ohio, for a ruling on the application of the rule to state employes. Mr. Heffernan has been designated as counsel for WOSU, Ohio State University station, seeking to prevent an applicant in Mt. Pleasant, Mich., from securing a new daytime station assignment on 570 kc., the WOSU frequency. The case was originally set for March 8 but has been deferred until May 12, and Mr. Heffernan will be permitted to appear for WOSU.

Parchment Test

KALAMAZOO Vegetable Parchment Co., Kalamazoo, Mich. (waxed papers), is sponsoring five-minute news flashes six days a week on WIRE, Indianapolis, in a test campaign, placed through the Detroit office of N. W. Ayer & Son Inc.

SIXTY members of the radio class of Princeton U visited the New York NBC studios March 20. The class, under Prof. E. N. Simpson, studies all phases of modern broadcasting.

Mr. Advertiser-

Market -

WNAX offers you a large varied market meeting the demands and needs of its listeners in Nebraska, Iowa, Minnesota, North and South Dakota.

Radios -

37,740 Order-enclosed inquiries received by a client on a campaign starting January 15, ending on March 1, proves that town and rural listeners are operating their radios.

Service -

WNAX will serve your account to net the best results possible, maintaining a high standard of service for its advertisers, and placing your product to the right market. For your Spring and Summer campaign, consider WNAX.—Write us for station data.

WNAX

5000 Watts (L.S.) 1000 Watts Night
570 Kilocycles Yankton, S. Dak.

Representatives
WILSON — DALTON — ROBERTSON
Kansas City • Chicago • New York

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Summer Reincarnated

GONE are the summers of yesteryear, when sponsors could have the carpets and transmitter for good measure if they would please buy just an hour or so a week.

The summer of 1937 will be a fat one for broadcasters, judging by the comments of agency time buyers as revealed in a pre-summer survey just completed by BROADCASTING. Both network and spot schedules are being maintained at a surprising rate, and spot buying is heading toward all-time records.

Radio is dispelling the traditional belief that it is a luxury medium. It has shown that it can do a consistent selling job, when and where the shrewd advertiser chooses. Spot, especially, is gaining a new place in the minds of radio time buyers.

It is hard to avoid superlatives in talking about the summer to come, after digesting the reports that BROADCASTING'S correspondents have submitted after making the rounds of the time buyers in a half-dozen cities. They are instilled with the spirit of the times—and it is a spirit of radio time that they have found in talking with the men who place radio accounts. Only a part of this agency enthusiasm is reflected in the columns devoted to this survey, for the obvious reason that many of the agency men fear possible complications that publicity could bring in their particular cases.

Yes, it looks like a prosperous radio summer. And the most wholesome thing about it is that it has come on something of a gradual basis, which can be attributed to an educational crusade of several years undertaken by the industry to teach advertisers and time buyers that Mr. and Mrs. John Q. Public don't go into hibernation as soon as the straw hat appears.

States and Radio

STATE legislatures in most of the 48 states are now in session, with adjournments drawing near for many. The usual crop of bills designed to tax, restrict, regulate and otherwise shackle radio in its varied aspects have been introduced. But along with them have come some remedial measures designed to establish a sounder sort of state jurisdiction.

In the latter category are two types of legislation—copyright, and libel and slander. Both Montana and Washington have passed rigid copyright laws, placing performing right pools under state police jurisdiction in a fashion that would appear to afford protection against arbitrary tactics of such combines as ASCAP. These bills provide for "per piece" payment for music, and require copyright owners working in combination to list with the state complete catalogs of their work so that stations and other users have a chance of avoiding infringements.

These state laws already have been attacked by ASCAP through its high-powered lawyers. It is evident, however, that some good will accrue to public performers toward the goal of establishing definite standards for payment of royalties for music, as against the unlimited power in the hands of ASCAP under the existing antiquated laws written long before broadcasting was even a dream.

Equally encouraging has been the trend toward enactment of state laws relating to libel and slander uttered over stations. In five states the legislatures have been giving consideration to such laws, and in one—Indiana—a law already has been passed. The last court adjudication of the issue was in 1932 when the Nebraska Supreme Court held, in the case of *Sorenson* v. *Wood*, that a station is equally liable with the speaker for libel uttered over its facilities. This holds, too, if a libel is uttered on a network or remote control program or if the speaker wilfully deviates from the written copy presented for approval.

The Indiana Legislature, at the urging of WGBF, Evansville, and WBOW, Terre Haute, passed a law limiting the liability of stations and placing them on the same footing in fighting such claims as newspapers. In Iowa there is pending a bill, sponsored by WHO, Des Moines, which would limit the liability of stations to instances where due care is not exercised by stations. Measures along the same general line are pending in California, Connecticut and West Virginia.

We believe such legislation is fair and reasonable. Unlike the newspaper editor, the station manager has no direct control over what a speaker may say extemporaneously whereas the editor can check type up to the time it goes on the press. Moreover, present libel laws were written long before there was radio, and obviously do not take into account the difficulties inherent in the medium.

Every state legislature, we believe, should in fairness and justice enact protective libel and slander laws applicable to radio, and even the Federal Communications Act might well cover similar safeguards.

The RADIO BOOK SHELF

AN ARTICLE by David Sarnoff, president of RCA, "Broadcasting and Education" in the February issue of *Wharton Review of Finance and Commerce*, reviewed the brief successful history of radio in America, compared it with European broadcasting systems, and forecast the future of radio and television as instruments of education.

GENE STAFFORD, copy chief of Langlois & Wentworth, New York, is the author of the article *How To Write For Radio* in the current issue of *Writer's Monthly*. Mr. Stafford, whose scripts are heard on 700 quarter-hours weekly, is also the author of *The Treasure Adventures of Jack Masters*, the *Maltex* serial, and *The Girl From Reno*.

Job Well Done

FOR THE FIRST time in the history of North American radio negotiations, the four major nations of the continent have been able to get together on fundamentals. The two-week conference in Havana which ended March 29 found Canada, Mexico, Cuba and the United States in substantial agreement upon a formula of allocation that appears slated for ratification at the treaty-making Pan-American conference to be held next November.

The Havana conference did not have the authority to arrive at definite conclusions or commit the respective governments. Yet it went the full limit toward such a goal, within its restricted powers. That it accomplished this much is a tribute to the cooperative spirit of the four nations.

By agreeing upon a basic engineering formula, largely patterned after the Craven-Ring allocation plan, the conference paved the way for definite allocations of facilities, on a service basis, among these nations. Heretofore only the United States and Canada have contracted between themselves on use of the 97 channels in the broadcast band from 540 to 1500 kc. Added to that are the 10 potential channels from 1500 to 1600 kc. Mexico and Cuba heretofore have been outside the pale of even a gentlemen's agreement and have exercised what they construed to be squatters' rights in the broadcast band, with resultant serious interference.

Because of the technical principles adopted, and because of the lack of politics, it appears this country will not stand to lose materially in the devising of definite North American allocations. All credit on this is due to the diplomacy and tact of the American delegation, notably its head, Comdr. T. A. M. Craven, who has demonstrated his ability not only as an engineering executive but as a diplomat.

It is particularly gratifying that the conference worked out so satisfactorily because of the impending new allocations in this country. In finally devising that allocation and in definitely designating the frequency allotments, this country can now take into account the requirements of our neighbor nations in the hope of accomplishing the task in one stroke, which could be ratified at the November Pan-American conference.

We Pay Our Respects To —

WALTER ALBERT WADE

ASK any group of station men to name one or two radio authorities who know best how to reach the folks beyond the gas mains and you'll hear mention of Walt Wade of the Wade Advertising Agency, Chicago. Not that Walt is strictly a farm radio man, for his annual expenditures on stations serving city audiences go far into six figures. But Walt got his start 20 years ago in the agricultural and mail order advertising field and many of his clients appeal to the small town and rural audiences. On the basis of farm advertising experience and appropriation he's mighty close to being Public Expert No. 1.

Walt has about a dozen radio accounts under his wing—accounts like Morton Salt Co., Murphy Products Co., James Manufacturing Co. and Illinois Bottled Gas Company. The titan of the lot is Miles Laboratories of Elkhart, Ind., makers of Alka-Seltzer. All of the accounts are on groups of stations, and all grew from small radio beginnings. Their present importance is evidenced by the fact that last year the Wade radio billing mounted to well over $1,000,000, and is growing steadily.

But perhaps Walt can't be blamed for proving such a good advertising man. He was practically born to it. His father, Albert G. Wade, has been regarded as a dean in Chicago advertising agency circles since the turn of the century, and in 1909 founded the present Wade Advertising Agency. So, from the time Walt was born down in Indiana in 1891 he grew up with an electrotype in one hand and a rough layout in the other. At 18 he entered the University of Wisconsin, where he gave vent to his advertising inclinations by working in the business department of the university's agricultural publication. His social inclinations brought him membership in Kappa Sigma fraternity. Leaving the university he entered his father's agency, serving as a media man, copywriter and account executive.

About 18 years later radio began rearing its youthful head above the advertising horizon, and Walt began to investigate. His first radio campaign was placed back in the late '20's, and, as always, he was careful how he expended his client's money. It was a small beginning, but it proved that the new medium could be profitably used. Other Wade accounts entered the radio fold, most of them using WLS initially and then expanding to other stations.

In 1931, Miles Laboratories, an old proprietary concern, decided to introduce a new product, Alka-Seltzer. Walt suggested radio, and a Sunday afternoon half-hour was purchased on WLS. Later time was bought on the WLS *National Barn Dance*. Then resulted one of the most remarkable popularizations of a new product in the history of advertising. From a virtual nonentity in 1931, Alka Seltzer grew until today it has become a household word, and its monthly sales have soared to top place across the retail drug counters. And its use of radio has grown apace, for today Alka-Seltzer sponsors a full hour of the *National Barn Dance* each Saturday night, (the only full hour commercial program originating out of NBC's Chicago studios), and its network constitutes more than 60 stations. In addition another home folks type of program has been added with *Uncle Ezra* and *Station E-Z-R-A* which advertises Alka-Seltzer three nights weekly over an NBC network, and hundreds of Alka-Seltzer transcriptions hit the air-waves weekly.

Observing Walt Wade at work, it is apparent why he is so successful. He attends rehearsals religiously and holds himself directly responsible for his programs. Hours have a minimum value. He likes people and he knows people. His early mail order training gives him an instinctive knowledge of what people like and why they buy. To assist him, especially with the *National Barn Dance* program, Walt has built a little nucleus of assistants, most of them recruited from Midwestern radio stations, who understand radio and the audience he wants to reach.

Added to his other talents, Walt has a genius for picking the right formula for a show. Once selected and tested, the formula remains. But the program never is allowed to fall into a rut. On the *Barn Dance*, for example, Walt has featured opera singers, swing music, corn husking champions, novelties of every description. Sometimes he receives letters of criticism resulting from strange innovations on this famous program, but the feature continues to grow in popularity and sales reach new highs. And that's the acid test!

One of Walt's theories is that no essential difference exists in the reactions and buying habits of people whether they live in the country, the small town or the city.

In appearance, he is of medium height, with keen eyes and a quick manner. Though in his middle 40s, his brown hair is streaked with grey. Walt is a rapid thinker. He has a comprehensive knowledge of radio and, as station managers well known, is a shrewd buyer.

In 1914 he married Pearle Nelson. They have two children, Geoffrey, 19, a sophomore at Beloit College in Wisconsin, and Patricia Louise, 14. "Jeff" is following the Wade tradition and learning the advertising business, too. In his summer vacations he has been making market research investigations and during the school year takes a hand in the college paper.

Walt says he finds his major recreation in his work. However, he takes time off for a fishing trip with Mrs. Wade now and then, and lately has succumbed to the candid camera. He is a member of the Oak Park Country Club and the Chicago Athletic Club. The Wade residence is a friendly eight-room brick house in River Forest, Chicago suburb. Now he is building a new summer home at Lake Geneva, Wisconsin and this summer plans to spend his spare time fishing.

PERSONAL NOTES

DR. WILLIAM H. VOELLER, vice-president of Conquest Alliance Co. Inc. during the last four years, has left the organization. Although his new plans have not been revealed, it is known that in recent months Dr. Voeller has received overtures from large film companies to help them in formulating radio policies and organizing radio departments. Prior to coming with Conquest Alliance, Dr. Voeller was connected with UFA in Germany and later with Paramount Pictures in Hollywood. He is now in Hollywood. Conquest Alliance Co. will name no successor to Dr. Voeller in the immediate future. C. H. Venner Jr. is president of the company.

LESLIE JOY, manager of KYW, Philadelphia, has been named to two civic committees, Mayor Wilson's executive committee for the 150th anniversary celebration of the constitution of the United States and subcommittee on communication for the S. E. Penn. chapter of the Red Cross.

CHARLES SCOTT SYKES, son of Judge E. O. Sykes, FCC Broadcast Division chairman, and a former Washington radio attorney, and Miss Kate Farnsworth will be married April 3 in Memphis. Judge Sykes will be best man. Charles Sykes is now a PWA attorney in St. Louis.

FRANK MASON, NBC New York vice-president in charge of traffic, was on the West Coast in March to confer with Don E. Gilman, western division vice-president in San Francisco and other network officials.

KELLY ANTHONY, son of Earle C. Anthony, owner of KFI-KECA, Los Angeles, has been made director of public events and special features for the stations. He was formerly associated with the New York office of Edward Petry & Co., station representatives, and prior to that was in the NBC traffic department, that city. His position at KFI-KECA is newly created.

J. F. LARKIN, sales manager of 3UZ, Melbourne, Australia, arrived in Hollywood March 22 on a four-week business trip which will take him to New York and other eastern radio centers.

PAUL N. MASSMAN, formerly on the executive staff of Chicago's Century of Progress and more recently connected with the expositions in San Diego and Dallas and the proposed New York World's Fair, has joined the NBC Eastern division sales staff.

CLARENCE MacGREGOR, formerly with the sales staff of Polygraphic Co. of America, has joined the sales promotion staff of NBC in New York.

WILLIAM H. CLARK, salesman, has rejoined the staff of WMBH, Joplin, Mo., after six months with KCMO, Kansas City.

MERRILL BUNNELL, formerly promotion manager, has been named advertising manager of KLO, Ogden, Utah, succeeding L. F. Haller, advertising manager for the last two years, who resigned to re-enter the newspaper field. Mr. Bunnell announced the appointment of William Skaggs to the advertising staff. Mr. Skaggs previously was advertising manager of Wright's Department Store in Ogden.

BILL GOODRICH, formerly of KLRA, Little Rock, has been named manager of the Salina studios of KFBI, Abilene, Kan., which are being enlarged to handle about three hours a day of programming.

M. P. HARRISON, formerly an account executive of KEHE, Los Angeles, has joined KMPC, Beverly Hills, Cal., in a similar capacity. William Beaton has also been added to the sales staff of KMPC, coming over from the advertising department of the *Los Angeles Examiner*.

MORGAN SEXTON, formerly of WOC, Davenport, has joined the sales force of KSTP, St. Paul. C. H. Wagner and G. B. Schurmeier have also joined the sales staff of KSTP.

MIKE KAY, new to radio, has joined the sales staff of KRRV, Sherman, Tex.

M. E. KRENTS, formerly of NBC's treasury department in New York, has joined the educational department of the American Jewish Committee, an organization designed to promote a better relationship between Jews and Gentiles, where he will be in charge of developing radio outlets for the Committee's material.

THEODORE CAMPEAU, manager of CKLW, Detroit-Windsor, has been elected a director of the new Advertising Club of Windsor.

WALTER KOESSLER, formerly of WCLO, Janesville, Wis., has been named sales manager of WROK, Rockford, Ill.

JOHN SHEPARD 3d, president of Yankee network, was elected March 19 to the Board of Trustees of Suffolk Law School, Boston.

WILLIAM L. HOPPES, station relations manager of World Broadcasting System, on April 1 planned a tour of affiliated stations in Texas, Louisiana and other Southern and Southwestern points.

H. LESLIE ATLASS, CBS vice-president, Chicago, was a recent visitor to San Francisco.

KENYON IVIE, formerly associated with the New York office of John Blair & Co., station representatives, has joined KHJ, Los Angeles, as account executive.

CARLETON COVENY, sales manager of KJBS, San Francisco, on April 1 takes over similar duties at KFAC, Los Angeles.

XUM

EARL J. GLADE Jr., son of Earl J. Glade manager of KSL, Salt Lake City, is the father of a baby boy born recently. Leonard Strong, also of KSL, is the father of a baby girl.

MERLE H. TUCKER, formerly with the Texas Centennial, will be manager of the new KROD, which the FCC has authorized the *El Paso Times* to erect.

CHARLES McMAHON, announcer of WNOX, Knoxville, has been transferred to the commercial staff.

FRANK BOND, formerly of the *Portland* (Me.) *Evening Express*, has joined the sales staff of WFEA, Manchester, N. H.

WILLIAM QUEALE, chairman of the board of 5DN, Adelaide, Australia, arrived in Los Angeles March 22 for a two-week stay before proceeding to New York and London.

DENNIS BRUCE CROGHAN, three-year-old son of Art Croghan, former commercial manager of WDGY, Minneapolis, won two trophy cups at the Miami Beach baby show last month — one for being adjudged handsomest baby and another as the most healthy and popular in his age class.

BEHIND THE MICROPHONE

EUGENE McGEE has been transferred to the program department of WNOX, Knoxville, and James M. Foster has been named to the continuity staff. Edmund T. Turner Jr. has been appointed publicity director and J. C. Hammond has joined the staff of WNOX as general secretary.

R. M. HETHERINGTON has joined the sales staff of WTMV, East St. Louis.

CLINTON BLAKLEY has joined the announcing staff of WBIG, Greensboro, N. C.

CHARLES BENSON, formerly of KHJ, Los Angeles, has joined KFWB, Hollywood, as news editor and commentator, succeeding Thor Benedikz, resigned.

DOLORES EHLERS, secretary to Tex Rickard, general manager of KMTR, Hollywood, has been appointed assistant production manager and publicity director of the station. Ted Lloyd, on the station announcing staff for more than six months, has been made chief announcer, succeeding Hal Sims, resigned.

GEORGE STUART, formerly of KRE, Berkeley and KJBS, San Francisco, and Guy Warnham, formerly of KORE, Eugene, Ore. and KGDM, Stockton, Cal., have joined KQW, San Jose.

LLOYD YODER, general manager of the NBC western division press department, has been appointed chairman of the Publicity Committee of the Golden Gate 1939 Exposition. Also named on the committee with Mr. Yoder were Fred Pabst and Harry Elliott, of CBS-Don Lee.

EDDIE MURPHY, veteran Pacific Coast newspaperman, has returned to the *San Francisco Examiner* radio page as assistant to Darrel Donnell, radio editor.

WILLIAM T. CRAGO was recently added to the Chicago NBC announcing staff. Previously, he was with WXYZ, Detroit, Wired Radio in Cleveland and Gordon Vlachek Advertising Agency, Cleveland. He was also an announcer at WHK, WTAM and WGAR in Cleveland.

TWO WLS stars, Lulu Belle and Skyland Scotty, have edited a book of songs entitled *Lulu Belle's and Scotty's Home Folks Songs*. The book, which is a collection of 50 hitherto unpublished mountain tunes, will go on the newsstands on or about April 1.

RAY APPLEBY, production manager of KEHE, Los Angeles, is recovering from a serious illness which confined him to the Hollywood hospital. When a blood transfusion was necessary, Bob Le Mond, station announcer, on March 23, volunteered.

VIRGINIA LINDSEY, formerly with the Hollywood offices of Robert S. Taplinger Inc., national radio publicity concern, has joined the press department of CBS in that city, as feature writer.

LEE KIRBY, announcer of WBT, Charlotte, has recovered from a serious illness and is back on duty. He spent several weeks in a local hospital, during which Robert Armstrong, of Augusta, filled in for him.

CHARLES LYON, after several weeks in Hollywood, has returned to his NBC announcing duties in Chicago.

NOEL CORBETT, of the San Francisco-NBC press department, has been added to the Hollywood division in a similar capacity. Corbett has been replaced by Alden Byers.

CAMERON PRUD'HOMME, formerly of the NBC dramatic staff, has joined the production department of the NBC western division.

MAURICE HART, announcer at WAAT, Jersey City, was made chief announcer of the station on March 19.

GUSTAV KLEMM, program director of WBAL, Baltimore, is the composer of "Banners in the Breeze" which has been selected by Fox Movie-Tone News for background music in its Coronation films.

KEN HOUSEMAN has been appointed news and promotional director of WJIM, Lansing, Mich.

RUDY CORNELL, on the announcing and production staff of KMTR, Hollywood, has taken on the additional duties of assistant to Dolores Ehlers, publicity director.

ROBERT MURPHY, formerly with WDAY, Fargo, now announcing for KSTP, St. Paul. He is the younger brother of Pat Murphy, now an NBC dramatic star, and formerly announcer with KSTP and production man at WEBC, Duluth.

EDWIN R. WOLFE, of NBC's New York production staff, took charge of the radio production clinic of the Advertising and Selling course of the Advertising Club of New York on March 25.

JOHN F. NEBLITT has taken over the hockey broadcasts of Ray Schmidt over KWK, St. Louis, while Schmidt it at St. Louis Browns and Cardinals training camps for a relay series. Neblitt formerly was with WHAS, Louisville.

ROLLA COUGHLIN, former business manager of the staff orchestra of KWK, St. Louis, has been appointed KWK musical director.

CLIFF HANSEN has been appointed chief announcer of KRKO, Everett, Wash., and Mary Kosher, formerly of KOL, Seattle, has joined the continuity department.

BOB HURLEIGH, formerly of WOL, Washington, is now announcing a 15-minute across-the-board commentary each evening on WCAO, Baltimore, for Globe Brewing Co. (Arrow Beer).

FRANCIS C. Healey, assistant to Wayne Randall, director of NBC's publicity department, will take leave of absence beginning April 1 to go to Hollywood. Mr. Healey has been with NBC five years, starting as an announcer and later transfering to the press department.

AMELIA UMNITZ, formerly with Pathe News, has joined the NBC publicity department in New York as assistant to Betty Goodwin, the network's fashion editor and feminine television announcer.

WXYZ
DETROIT

PRESENTS

"The Singing Redheads"

This popular harmony team, intimately known to WXYZ listeners as Dot & Will, are on the air four days a week from 6:00 to 6:15 P. M. Accompanied by a Swing Ensemble composed of Trumpet, Trombone, Piano and Guitar, they present the songs of today and old favorites we like to hear, in a truly distinctive style. Dot & Will came to WXYZ with an excellent record of past performances on both Eastern and Western stations. Their program is now ready for sponsorship and will prove especially valuable to anyone with a product which needs a dinner hour audience of men and women.

WHEN WOMEN LISTEN . . . THEY BUY!!

"The Singing Redheads" is just another example of the appealing shows WXYZ produces to create home interest and build a vast audience of women listeners. And *home* interest means increased sales! Don't overlook this opportunity of securing a preferred spot on the "preferred station." Just remember — WHEN WOMEN LISTEN . . . THEY BUY.

WXYZ

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit

Eastern Office: 550 Chanin Building New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office: Russ Building San Francisco, Cal.

JOE ALVIN of the NBC Hollywood press department, in collaboration with Josef Koestner, musical director, wrote the ballad titled *One Perfect Night*, which was introduced by Marion Talley, former Metropolitan opera star, during her Easter Sunday program, sponsored by Ralston-Purina Co. (Ry-Krisp) on NBC-Red.

KEN HOUSEMAN, formerly of WWJ, Detroit, has been appointed news director of WJIM, Lansing.

ROGER DUNHAM, formerly of KOMO-KJR, Seattle, and Baxter Schwellenback, formerly of KGA, Spokane, have joined the announcing staff of KRSC, Seattle. Robert Fergeson has also been named to the KRSC announcing corps. Tom Herbert, staff theater reviewer, has been named production director and program manager for the Seattle Chamber of Commerce. Robert S. McCaw has been appointed traffic manager.

IRMA PERRY, music director of KOIL, Omaha, has been transferred to the Lincoln studios of Central States Broadcasting System.

BILL BIVENS, chief announcer of WFBC, Greenville, S. C., and Miss Marjorie Robinson, of Lowell, N. C., were married in March.

FRANK BLAIR, formerly of WCSC, Charleston, and WIS, Columbia, S. C., has been named program director of WFBC, Greenville, S. C., succeeding Walter Knobeloch, who has joined the staff of WOL, Washington.

RICHARD BURRIS has been transferred from promotion to the program directorship of KFYR, Bismarck, N. D., with Roy H. Brant joining the announcing staff as news director.

ROY PICKETT, formerly of KIUL, Garden City, Kan., has been named program director and announcer of KRRV, Sherman, Tex. A. B. Craft, formerly of KRMD, Shreveport, has joined the Denison, Tex., studios of KRRV.

WILMAR SIMPSON, formerly of KABC, San Antonio, has joined KNOW, Austin, Tex. Paul Forchheimer, of Texas U, is handling publicity and continuity.

RONALD COCHRANE, recently of WHBF, Rock Island, Ill., has joined KSO-KRNT, Des Moines.

JOHN W. HARRISON, former football player and actor, has joined the announcing staff of KTUL, Tulsa. He had announced at KYW, KSTP, St. Paul, and KTRH, Houston. Billy Conine, high school student, has been employed to work before and after school as cub announcer.

RICHARD MORENUS, formerly in charge of radio production at Schillin Adv. Agency, New York, and recently on the sales staff of WIRE, Indianapolis, has been named program director of WNEW, New York.

DICK FISHELL, sports commentator at WMCA, New York, borrowed an idea from newspaper columnists and while he vacationed in Florida his nightly spot on the air was filled by guests.

JACK SAYERS, former Los Angeles newspaper writer, has joined the publicity staff of CBS-KNX, Hollywood.

DON BERNARD, production manager of KHJ, Los Angeles, for the last six months, has resigned to free lance.

FRANK STEWART, formerly of KXYZ, Houston, has joined the announcing staff of KMAC, San Antonio.

ARTHUR S. FELDMAN, formerly of WMEX, Boston, has been appointed manager of special events programs of WBZ-WBZA, Boston-Springfield.

SILVIO CARANCHINI, for several years announcer and operator for WDEV, Waterbury, Vt., has joined the announcing staff of WGY, Schenectady.

JACK KENNEDY has joined the announcing staff of WMBH, Joplin.

GENE BAKER, formerly of KOIN-KALE, Portland, Ore., has joined KIRO, Seattle, as program manager. Henry Norton, formerly of KTAR, Phoenix, Ariz., has been added to the continuity staff of KIRO.

JACK PLUMLEY, formerly of WPEN, Philadelphia, has joined the announcing staff of WIP, that city, to replace Lynn Willis, who is on leave.

WESLEY MORGAN has been transferred from the messenger department of WBZ-WBZA, Boston-Springfield, to the traffic department as assistant to W. Gordon Swan.

H. G. FLOWERS, announcer of WMEX, Boston, is the father of a baby girl born March 8.

KAY BATCHELDER, secretary of Gerard H. Slattery, general manager of WCOP, Boston, announced her engagement March 25 to Maynard Sears.

HARRY W. FLANNERY, news commentator of KMOX, St. Louis, was the principal speaker at the recent tenth annual banquet of the A & P Managers' Benefit Association.

CLINTON PRICE, for the last year on the announcing staff of KIDO, Idaho Falls, has joined the announcing staff of KLO, Ogden, Utah.

RUSSELL THORSEN, for two years a member of the KLO announcing staff, has been appointed production manager. He replaces Jean Sevillier, resigned because of ill health. Mr. Thorsen has held announcing posts at KGA, Spokane, and KGVO, Missoula, Mont.

DICK CAMPBELL, formerly of KGNO, Dodge City, Kan., has joined the announcing staff of KFBI, Abilene.

KAY CHASE, authoress and actress of WGN, Chicago, who writes the Mutual show *Painted Dreams* and the CBS show *The Romance of Helen Trent*, left Chicago late in March for a vacation in Florida and the Caribbean.

GORDON MILLS, formerly on the announcing staff of KVOE, Santa Ana, Cal., has joined KMPC, Beverly Hills, Cal., in a similar capacity.

CARLTON KaDELL, NBC Hollywood announcer is the narrator of a four-reel educational film of Boulder Dam, produced by General Service Studios, Hollywood.

MISS LOLA ANDRE, of the program staff of WRJN, Racine, Wis., has just announced her marriage to Frank L. Koenig, Milwaukee, which took place Oct. 22, 1936.

JIMMY CORBIN, formerly of St. Louis, and WHO, Des Moines, has joined the Iowa Network as singer and pianist.

JOE DuVAL, announcer of WMC, Memphis, is leaving to work in radio drama on the West Coast.

WALLY SANDACK, announcer, and Lee Taylor, technician, of KSL, Salt Lake City, have passed the Utah bar examinations.

ROLAND BOOTH, formerly of KFJZ, Fort Worth, has been appointed chief announcer of KIUN, Pecos, Tex. Gainor McCauley, cowboy singer, has been named to the KIUN announcing staff.

EDWARD C. APPLER has been appointed chief announcer of KTHS, Hot Springs, Ark. Marion Alford and Jack Ridgeway have joined the KTHS announcing staff.

KEN SIGARS, formerly program director of WMBH, Joplin, Mo., has been named public relations director, and Bruce Quisenberry, announcer, has been named to the vacancy.

BETTY GILBERT, formerly of KOMO, Seattle, has been added to the continuity department of KSFO, San Francisco.

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RCA MANUFACTURING CO., INC., CAMDEN, N. J.

A Service of the Radio Corporation of America

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

WOAI, San Antonio

Oneida Ltd., Oneida, N. Y. (Tudor Plate), weekly *t*, thru BBDO, N. Y.
Devoe & Raynolds, New York (Pee-Gee paints), 2 weekly *sp*, thru J. Stirling Getchell Inc., N. Y.
Studebaker Corp., Fort Wayne (autos), weekly *t*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Hoover Liniment Co., Carlisle, Ind., 5 weekly *sa*, thru Wade Adv. Agency, Chicago.
Gardner Nurseries, Sioux City, Ia. (seeds, plants) 3 weekly *t*, 3 weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Nehi Inc., Macon, Ga. (bottled drink), weekly *sp*, thru James A. Greene, Atlanta.
Alaska Pacific Salmon Co. (salmon), Seattle, 26 *sa*, thru J. Wm. Seets, Seattle.
Webster-Eisenlohr Inc., New York (Tom Moore cigars), 4 weekly *sa*, thru N. W. Ayer & Sons Inc., N. Y.
Armstrong Packing Co., Dallas (shortening), weekly *sp*, thru Haney Adv. Agency, Dallas.
Practical Drawing Co., Dallas (drawing supplies, etc.), weekly *sp*, thru Beaumont & Holman Inc., Dallas.
Durkee Famous Foods, Chicago, 3 weekly *sa*, thru C. Wendel Muench & Co., Chicago.
Lambert Pharmacal Co., New York (Listerine), 13 *sa*, thru Lambert & Feasley Inc., N. Y.
Plough Co., Memphis (Penetro & St. Joseph Aspirin), 5 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
Radio Guide, Chicago, 3 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Snow King Baking Powder Co., Cincinnati (Dairy Maid baking powder), 130 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Norge Corp., Detroit (refrigerators), 2 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Horse & Mule Assn. of America, Dallas, 3 weekly *sa*, thru Rogers & Smith Adv. Agency, Dallas.
A. J. Krank Co., Minneapolis (Lather Kreem), 4 weekly *ta*, thru McCord Co., Minneapolis.

KRKD, Los Angeles

Rulo Corp. of America, Los Angeles (Rulo automatic injector), 6 weekly *sp*, thru Volney T. James Adv. Agency, Los Angeles.
Currier's Tablets Inc., Los Angeles (proprietary), 3 weekly *sp*, thru General Adv. Agency, Los Angeles.

WJAY, Cleveland

Northwestern Yeast Co., Chicago (Yeast Foam), 30 *t*, thru Hays MacFarland & Co., Chicago.
Townsend Nat'l. Weekly, Chicago, 26 *ta*, thru Critchfield & Co., Chicago.

WBBZ, Ponca City, Okla.

United Drug Co., Boston (Rexal), 10 *t*, thru Street & Finney Inc., N. Y.
Watchtower Society, Brooklyn (religious), 3 weekly *t*, direct.

WDZ, Tuscola, Ill.

Ralston Purina Co., St. Louis, 5 weekly *t*, 5 weekly *ta*, thru Gardner Adv. Co., St. Louis.
Ralston Purina Co., St. Louis, 6 weekly, *sp*, direct.

KEX, Portland, Ore.

Murine Co., Chicago, weekly *t*, thru Vanderbie & Rubens, Chicago.
Northwestern Yeast Co., Chicago (Yeast Foam Tablets), 3 weekly *t*, thru Hays MacFarland & Co., Chicago.

WBAL, Baltimore

Household Magazine, Topeka, 6 *t*, thru Presba, Fellers & Presba Inc., Chicago.
Aluminum Cooking Utensil Co., New Kensington, Pa. (Wear-Ever), 6 *sp*, thru Fuller & Smith & Ross Inc., Cleveland.
General Foods Corp., New York (Certo), 40 *ta*, thru Benton & Bowles Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn., 15 *sa*, thru Greve Adv. Agency, St. Paul.
A. Schoenhut Mfg. Co., Philadelphia (Pick-Up-Sticks), 11 *sa*, thru Carter-Thompson Co., Philadelphia.

KDKA, Pittsburgh

Oakite Products Inc., New York (cleanser), 13 *sp*, thru Calkins & Holden, N. Y.
Rumford Chemical Works, Providence, R. I., 260 *sa*, thru Atherton & Currier Inc., N. Y.
Walker Remedy Co., Waterloo, Ia., 26 *ta*, thru Weston-Barnett Inc., Waterloo, Ia.
American Pad and Textile Co., Greenfield, O., 26 *sa*, thru Rogers & Smith, Dallas.

WKRC, Cincinnati

W. A. Sheaffer Pen Co., Ft. Madison, Ia., 3 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Queen City Coal Co., Cincinnati, 7 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Absorene Mfg. Co., St. Louis (Absorene cleaner), 2 weekly *sa*, thru Ross-Gould Co., St. Louis.
Perfect Mfg. Co., Cincinnati (Tendra), 7 weekly *sa*, thru Frederick W. Ziv, Cincinnati.

KHJ, Los Angeles

Union Pacific System, Omaha (rail transportation), 4 weekly *ta*, thru Caples Co., Chicago.
General Cigar Co. Inc., New York (Wm. Penn Cigars), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
American Stove Co., Los Angeles (gas ranges), 3 weekly *sp*, thru Richardson-Oswald Inc., Cleveland.

KFOX, Long Beach

Curriers' Tablets Inc., Los Angeles, 3 weekly *sp*, thru General Adv. Agency, Los Angeles.

KNX, Hollywood

Firestone Auto Supply & Service Stores, Los Angeles, 7 weekly *sa*, thru Sweeney & James Co., Cleveland.
Bekins Van & Storage Co., Los Angeles (moving & storage), 7 weekly *sa*, thru Emil Brisacher and staff. Los Angeles.
Rolls Razor Inc., New York (razors), weekly *t*, thru Kimball, Hubbard & Powell Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Oneida Community Ltd., Oneida, N. Y. (Tudor plate silverware), weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Marney Food Co., Huntington Park, Cal. (Marco dog food), weekly *sp*, thru I. F. Wallin & Associates, Los Angeles.

WNAC, Boston

Procter & Gamble Co., Cincinnati (Crisco), 261 *ta*, thru Compton Adv. Inc., N. Y.
Durkee-Mower Co., Lynn, Mass. (marshmallow), 5 *sp*, thru Harry M. Frost Co., Inc., Boston.
National Oil Products Co., Harrison, N. J. (Admiracion shampoo), 52 *sp*, thru Charles Dallas Reach Adv. Agency, Newark.

KFRU, Columbia, Mo.

Coolerator Co., Duluth (refrigerator), 3 weekly *sp*, thru Ferry-Hanly Co., Chicago.
Montgomery Ward & Co., Chicago (retail), 5 weekly *t*, thru Ferry-Hanly Co., Chicago.

WOOD-WASH, Grand Rapids

Absorene Mfg. Co., St. Louis (cleaner), 50 *sa*, thru Ross-Gould Co., St. Louis.
Sun Oil Co., Philadelphia (Sunoco), 20 *ta*, thru Roche, Williams & Cunnyngham Inc., Chicago.

WHK, Cleveland

Canada Dry Ginger Ale Inc., New York, 12 weekly *ta*, thru J. M. Mathes Inc., N. Y.
Borg-Warner Corp., Detroit (Norge refrigerators), 39 *t*, thru Cramer-Krasselt Co., Milwaukee.

WAGF, Dothan, Ala.

Foster-Milburn Co., Buffalo (Doan's pills), 2 weekly *t*, thru Street & Finney Inc., N. Y.

Garrett Price in the New Yorker

"Son, if you-all bring a gal from Calf Crick into this yere house, there's gonna be lead a-flyin' up an' down Sand Valley."

WOR, Newark

Oneida Ltd., Oneida, N. Y. (Tudor plate silverware), weekly *t*, thru BBDO, N. Y.
Norge Division, Borg-Warner Corp., Detroit (Norge home appliances), 2 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Dutchland Farms, Brockton, Mass. (refreshment stands), 2 weekly *sa*, thru Ingalls Adv., Boston.
Adolf Gobel Inc., New York (meats), 1 *sp* and 2 *sa* weekly, thru Lester A. Loeb Inc., N. Y.
American Book Mart, Chicago (buyers of old books), weekly *sp*, thru E. H. Brown Adv. Agency, Chicago.
Procter & Gamble Co., Cincinnati (Crisco), 5 weekly *t*, thru Compton Adv. Inc., N. Y.
Winkelman Shoe Co., Columbia, Pa. (women's shoes), weekly *sp*, thru Jay Lewis Associates, N. Y.
Childs Co., New York (restaurants), 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Rolls Razor Inc., N. Y. (razors), weekly *sp*, thru Kimball, Hubbard & Powel Inc., N. Y.
Atlantis Sales Corp., Rochester (Coleman's Mustard), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.

KSFO, San Francisco

International Shoe Co., St. Louis (Peters shoes), 7 weekly *sa*, thru Long Adv. Service, San Francisco.
Safeway Stores Inc., San Francisco, (Julia Lee Wright bread) 6 weekly *sa*, thru J. Walter Thompson Co., San Francisco.
Pioneer Canneries Inc., Seattle minced sea clams), 3 weekly *sa*, thru Beaumont & Hohman Inc., Seattle.
Anacin Co., Chicago (headache tablets), 3 weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Standard Oil Co., of California (gasoline and lubricants) 7 weekly *sa*, thru McCann Erickson Adv. Agency, San Francisco.

KGO, San Francisco

Hirsch & Kaye, San Francisco (opticians), weekly *t*, thru Long Adv. Service, San Francisco.
Bulova Watch Co., New York (Bulova & Westfield timepieces), 6 weekly *sa*, thru Biow Co. Inc., New York.
Dorothy Perkins Co., St. Louis (cosmetics), 2 weekly *sa*, thru Ridgway Adv. Co., St. Louis.
Rolls Razor Inc., New York (razors), weekly *sp*, thru Kimball, Hubbard & Powell Inc., New York.

KFRC, San Francisco

United Air Lines, Chicago (air transport), 3 weekly *ta*, thru J. Walter Thompson Co., Chicago.
Ionized Yeast Co., Atlanta (yeast tablets), 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.
H. R. Basford Co., San Francisco (manufacturers representatives), 7 weekly *sa*, thru M. E. Harlan Agency, San Francisco.

KEHE, Los Angeles

Chili Bowls', Los Angeles (chain restaurant), 2 weekly *sp*, thru Allied Adv. Agencies Inc., Los Angeles.
Olixir Gasoline Sales Inc., Los Angeles, 2 weekly *t*, thru Hanff-Metzger of Cal. Ltd., Los Angeles.

KJBS, San Francisco

Hirsch & Kaye, San Francisco, (opticians and photo supplies), 6 weekly *sa*, thru Long Adv. Service, San Francisco.

KERN, Bakersfield, Cal.

Monolith, Portland, Midwest Co., Los Angeles (Building products), 7 weekly *sa*, thru Robert Nichols Adv. Agency, Portland.

KMJ, Fresno

Monolith Portland Midwest Co., Los Angeles (building products), 7 weekly *sa*, thru Robert Nichols Adv. Agency, Portland.

WBT, Charlotte

Drug Trade Products, Chicago (Kolor-Bak, Arzen, Peruna), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
M. L. Clein & Co., Atlanta (Mentho Mulsion), 7 weekly *sa*, thru Loeb Adv. Agency, Atlanta.
Longine Wittnauer Co. Inc., N. Y. (watches), 91 *sa*, thru J. Lewis Associates, N. Y.
Castleberry's Food Products, Atlanta, 7 weekly *sa*, thru Groves-Keen Inc., Atlanta.
American Memorial Co., Atlanta (tombstones), 156 *sa*, thru Groves-Keen Inc., Atlanta.
Beeman's Laboratories, Atlanta (BGO), 312 *sa*, thru Groves-Keen Inc., Atlanta.
Bona Allen Inc., Buford, Ga. (shoes), 312 *sa*, thru Groves-Keen Inc., Atlanta.
Carolina Baking Co., Atlanta (O'Boy Bread), 65 *sa*, thru Freitag Adv. Agency, Atlanta.
John B. Daniel Inc., Atlanta (Cheney's cough syrup), 312 *sa*, thru Groves-Keen Inc., Atlanta.
Duke Power Co., Charlotte, N. C., 166 *sa*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Ford Motor Co., Charlotte, N. C., 312 *sa*, thru Eastman-Scott & Co., Atlanta.
Next Shaving Cream Co., Charlotte, N. C., 312 *sa*, thru Rawson-Morrill Inc., Atlanta.
Plough Inc., Memphis (St. Joseph aspirin), 367 *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
H. B. Davis Paint Co., Baltimore, 20 *t*, thru VanSant, Dugdale & Co., Baltimore.
Dorothy Perkins Co., St. Louis (toilet preparations), 156 *sa*, thru Ridgeway Co., St. Louis.
Walker Remedy Co., Waterloo, Ia. (poultry remedies), 156 *t*, thru Weston-Barnett Inc., Waterloo, Ia.
Dodge Bros. Corp., Detroit, 64 *t*, thru Ruthrauff & Ryan Inc., N. Y.

KYW, Philadelphia

Iowa Soap Co., Burlington, Ia. (Magic Washer Powder), 6 weekly *ta*, *sa*, thru Briggs & Varley Inc. N. Y.
Chappel Bros., Rockford, Ill. (Ken-L-Ration), 3 weekly *sp*, thru C. Wendel Muench & Co., Chicago.
Johnson Educator Food Co., Cambridge, Mass. (Crax), 6 weekly *sp*, thru John W. Queen, Boston.

WFBC, Greenville, S. C.

Berry Bros. Inc., Detroit (paint), 13 *t*, thru Maxon Inc., Detroit.
Sherwin-Williams Paint Co., Cleveland 6 weekly *sa*, thru T. J. Maloney Inc., N. Y.

KMED, Medford, Ore.

Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WCCO, Minneapolis

George A. Hormel & Co., Austin, Minn. (food), 3 weekly *sp*, thru BBDO, Minneapolis.

WCBS, Springfield, Ill.

Absorene Mfg. Co., St. Louis (cleaner), 2 daily *sa*, thru Ross-Gould Co., St. Louis.

WAAB, Boston

Adam Hat Stores, New York, weekly *sp*, thru Glicksman Adv. Agency, N. Y.

WGN, Chicago

Hecker Products Corp., N. Y. (Gold Dust), daily *sa*, thru BBDO, N. Y.

WICC, Bridgeport

Sears Roebuck & Co., Boston (retail), 26 *ta*, direct.

WMAQ, Chicago

Chicago Motor Club, 3 weekly *sp*, thru McJunkin Adv. Co., Chicago.

WMCA, New York

Julius Grossman Shoes Corp., New York (Pedemode shoes), 312 *t*, thru Sterling Adv. Agency, N. Y.
Standard Milling Co., New York (Hecker's, Aristo and Ceresota flours), 52 *ta*, thru Benton & Bowles Inc., N. Y.
Proctor & Gamble Co., Cincinnati (Crisco), 300 *sa*, thru Compton Adv. Inc., N. Y.
General Foods Corp., New York (Maxwell House coffee), 4 *sa*, thru Advertisers Broadcasting Co. Inc., N.Y.
Procter & Gamble Co., Cincinnati (Crisco), 2 daily *sa*, thru Compton Adv. Inc., N. Y.
Alkine Laboratories, New Brunswick, N. J. (Flemolyn, cough remedy), 6 weekly *sa*, thru Schillin Adv. Corp., N. Y.
Washington State Apples Inc, Seattle, 26 *sa*, thru J. Walter Thompson Co., San Francisco.

KSL, Salt Lake City

Salt Lake Tribune, Salt Lake (newspaper), weekly *sp*, direct.
Deseret News, Salt Lake (newspaper), wekly *sp*, direct.
American Home Products Corp., New York (Anacin), 3 weekly *t*, thru Blackett - Sample - Hummert Inc., Chicago.
Union Pacific Railway, Los Angeles, 26 *t*, thru Caples Co., Los Angeles.

WBZ-WBZA, Boston-Springfield

Washington State Apples, Inc., Seattle, 12 *sa*, thru J. Walter Thompson Co., San Francisco.
Maltex Cereal Co., Burlington, Vt., 15 weekly *sa*, thru J. M. Mathes Inc., N. Y.
Plymouth Rock Gelatine Co., Boston, 26 *sa*, thru John W. Queen, Boston.
Rumford Chemical Works, Providence (baking powder), 297 *sa*, thru Atherton & Currier Inc., N. Y.

WCKY, Cincinnati

Calco Chemical Co., Bound Brook, N. J. (Little Duchess bluing), 52 *ta*, thru Ferry-Hanly Co., N. Y.
Climax Cleaner Mfg. Co., Cleveland, 13 *sa*, thru Krichbaum Co., Cleveland.
Longines-Whittnauer Co., New York (watches), 300 *sa*, thru Arthur Rosenberg Co., N. Y.

WADC, Akron

Purity Bakeries Corp., Chicago (Taystee bread), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Knox Co., Los Angeles (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.
Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 156 *t*, thru Wade Adv. Agency, Chicago.

KFBK, Sacramento

Gas Appliance Co., San Francisco, 6 weekly *sa*, thru Jean Scott Frickelton, San Francisco.
Safeway Stores, San Francisco, 6 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

WFIL, Philadelphia

Bachman Chocolate Mfg. Co., New York, 3 weekly *sp*, 12 weekly *sa*, thru E. W. Hellwig Co. Inc., N. Y.
Taylor Medicine Co., Tampa, Fla. (Bromo Quinine), weekly *sa*, thru Cox & Tanz, Philadelphia.

WDBJ, Roanoke, Va.

Studebaker Corp., South Bend, Ind. autos), weekly *t*, thru Roche, Williams & Cunnyngham Inc., Chicago.
H. B. Davis Co., Baltimore (paint) 2 weekly *t*, thru Van Sant, Dugdale & Co., Baltimore.

WGY, Schenectady

Ferry-Morse Seed Co., Philadelphia, 2 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Ivanhoe Foods Inc., Auburn, N. Y., weekly *sp*, thru Moser & Cotins Inc., Utica, N. Y.

PORTABILITY

DOUBLES the VALUE OF INSTANTANEOUS RECORDING EQUIPMENT

WHEN you install your recorder don't overlook the many uses of recording equipment outside of the studio. Presto owners can carry their equipment anywhere . . . set it up for operation in less than five minutes to record speeches, music, special sound effects or sport events.

Where power lines are not available Presto Recorders can be used with a special generator to operate on a twelve volt storage battery.

Presto green seal discs can be cut out of doors at any temperature above forty degrees F.

Write for prices and complete technical description TODAY!

PRESTO RECORDING CORPORATION
147 W. 19th Street, N. Y.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS RECORDING EQUIPMENT

Export Division (Except Australia and Canada)
M. SIMONS & SON CO., Inc.
25 Warren St., N. Y.
Cable: Simontrice, N. Y.

Australia and New Zealand Agents & Stockists
A. M. CLUBB & CO., LTD.
45 King Street
Sydney, N. S. W., Australia

Exclusive . . . In A

THE group of radio stations represented by us realize on all of our efforts, which are entirely devoted to the sale of their time. We carry no side lines.

Orders for station time, or information about accounts, are sent only to those stations which have given us definite authority to act as their sole sales agents—never to others on speculation or solicitation.

From the beginning . . . more than four years ago . . . this company has consistently held to the principle of exclusive representation.

This policy is partly responsible for the 147% average increase in national spot business on our stations last year.

A Ways Exclusive

KWK	St. Louis	NBC
KSTP	Minneapolis-St. Paul	NBC
WSYR	Syracuse	NBC
WHEC	Rochester	CBS
WRVA	Richmond	NBC
WPRO	Providence	CBS
WWJ	Detroit	NBC
WLAC	Nashville	CBS
WDOD	Chattanooga	CBS
WREC	Memphis	CBS
WBRC	Birmingham	CBS
WTOC	Savannah	CBS
WSBT	South Bend	CBS
WMBR	Jacksonville	CBS

PAUL H. RAYMER COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK
366 Madison Ave.
Murray Hill 2-8690

CHICAGO
Tribune Tower
Superior 4473

DETROIT
General Motors Bldg.
Trinity 2-8060

SAN FRANCISCO
Russ Building
Douglas 1294

XUM

RADIO ADVERTISERS

PHILIP A. SINGER & BRO. Inc., Newark and New York (fur dyers), will launch its first consumer campaign this summer in which radio and women's magazines will be used to advertise Imperial seal dyed coney fur coats. Plans are now being worked out by Albert Frank-Guenther Law Inc., New York, which has been appointed agency.

CALCO CHEMICAL Co. Inc., Bound Brook, N. J. (Little Dutch Laundry Blue) is planning a series of one-minute dramatized transcriptions in three Ohio markets, starting date and stations not yet determined. Ferry-Hanly Co., New York, handles the account.

BECTIN-SEYMOUR, New York (Blue Beard shaving cream) will begin a test campaign on a New York station within a few weeks, with plans to add several New England stations. The account is placed direct.

GIBBS UNDERWEAR Co., Philadelphia (men's and children's underwear) has appointed Lincoln Raden Inc. to handle its national advertising and merchandising. This appointment is effective April 1.

JAPANESE RICE Distributors of California, Sacramento, Cal., for the first time is using radio, having started March 12 for 26 weeks, *The Rice Hour*, consisting of Japanese live talent and recordings on KRKD, Los Angeles. Weekly quarter-hour program is designed to promote consumption of Japanese-grown rice in California. Agency is Scholtz Adv. Service, Los Angeles.

PLYMOUTH ROCK GELATINE Co., Boston, is using participations in *Homemakers' Council of the Air* on six stations of the CBS New England group, placed through John W. Queen, Boston.

MERIMAC MILLS, Methuen, Mass., is using spot announcements on WBZ-WBZA, Boston-Springfield, and two weekly quarter-hour programs on WHDH, Boston. John W. Queen, Boston, is agency.

WALKER GORDON LABORATORY Co. Inc., Plainsboro, N. J. (acidophilus milk), has recently started weekly participation in the *Household Chats* program on WBZ-WBZA, Boston-Springfield, and will soon begin a similar campaign on a New York station as yet unselected. Young & Rubicam Inc., New York, is directing the campaign.

Phone Spots

TO PROMOTE reduced tolls for Sunday long-distance calls, Southern New England Telephone Co. has undertaken sponsorship of a new Sunday noon half-hour program titled *The Sunday Call* over WDRC, Hartford. Joseph Blume, conductor, and Bradford Reynolds, soloist, commute from New York each week to handle the program, a string ensemble.

NEW DEPARTURE MFG. Co., Bristol, Conn. (bicycle brakes and ball bearings), currently using 30-word announcements, broadcast three times weekly as chain breaks between children's programs has added KFWB, Hollywood and KGA, Spokane. Lord & Thomas, New York, is agency.

CENTURY FINANCE Co., Chicago (auto finance company), has started a new Sunday morning program on WIND, Chicago, using recordings. In addition the finance firm has a similar program on WAAF, Chicago, on Sunday mornings. Schwimmer & Scott, Chicago, is agency.

H. S. G. ADV. AGENCY Inc., New York, signed nine clients to new and renewal radio schedules during March, according to Harry S. Goodman, president. Mandel Brothers, Chicago (department store) authorized its second 26-week schedule on WMAQ; Boston Store, Milwaukee (department store) third 26-week schedule on WISN; Hecht Co., Washington (department store), second 26-week schedule on WRC; Worthen Co., Little Rock (bankers), second 26-week schedule on KARK; Jefferson Standard Life Insurance Co., Greensboro, N. C., second 26-week renewal on WBIG. New 26-week contracts were received from Morris Plan Bank in Tampa, Fla., specifying WDAE; Providence, R. I., WPRO; Tulsa, Okla., KTUL. Morris Plan Bank, Buffalo, N. Y., is utilizing two Buffalo stations on a 52-week basis. All of the schedules specify five-minute dramatized electrical transcriptions two or three days weekly.

SOBOL BROS. SERVICE STATIONS Inc., New York (chain service stations) is making its first use of radio by sponsoring 15 broadcasts a week on WHN, New York, nine quarter-hour programs of news and music broadcast during the day or early evening, and six five-minute news periods following WHN's fight broadcasts every night except Sunday, for a total of 2¾ hours weekly. Two WHN staff announcers will be used, Bill Shepard for news and Ray Saunders to handle the commercials, which will be devoted to promoting RCA-Victor auto radios, Firestone tires, auto accessories and the Sobol easy payment plan. Account is handled by J. Stirling Getchell, Inc., N. Y.

GENERAL PAINT Corp., San Francisco, is advertising through Walter Adv. Agency, Los Angeles. The listing was given incorrectly in the 1937 BROADCASTING Year Book Number.

NATIONAL SILVER Co., New York (silverware) has started a series of 52 Sunday morning half-hour programs on WOR, Newark, featuring Irving Kaufman. Series, which is currently advertising the sponsor's Coronation pattern flatware, was placed direct.

JEFFERSON STANDARD LIFE INSURANCE Co. has renewed its contract for two weekly five-minute dramatic programs by H. S. Goodman Company, a week, for 13 weeks on WBIG, Greensboro, N. C.

HURLEY MACHINE Co., Chicago (electric washers), has placed its account with E. H. Brown Adv. Agency, Chicago.

GENERAL ELECTRIC Co., Schenectady, is planning a test of foreign-language spot announcements in four languages, to include three stations. Steinberg-Gilman Productions, New York, announces it has been retained to produce the series.

COMPTON ADV. Inc., New York, is considering a variety of radio ideas, ranging from elaborate programs to chain breaks, for a summer campaign for Pall Mall Cigarettes, product of American Tobacco Co., New York.

BRISTOL-MYERS Co., New York (Minit-Rub), will shortly extend its schedule of spot broadcasts to include New York City. The spots are placed through Young & Rubicam Inc., New York.

CHICAGO MOTOR CLUB recently began five-minute participation in the *Voice of Carelessness* on WMAQ Mondays, Wednesdays and Fridays. McJunkin Adv. Co., Chicago, handles the account.

ALKA-NOX Ltd., Reno, Nev., manufacturer and distributor of Alka-Nox, an alkalizing "pick-up" capsule and powder, has appointed R. H. Alber Co., Los Angeles, agency, to service its account nationally and on March 19 started a weekly half-hour program titled *Alka-Nox Radio Race* on KFI, Los Angeles.

WBNS

COLUMBUS, OHIO

best for test!

As of April 1st, 1937;

25 National Spot Advertisers using WBNS, Columbus.

ONLY CENTRAL OHIO CBS OUTLET

Reps. JOHN BLAIR & CO.

FELLOWS MEDICAL MFG. Co., New York, (Syrup of Hypophosphates), which in January started using eight announcements weekly on WTIC, Hartford, as a test, has just renewed for 52 weeks. Account is placed through Nelson-Gilliam, New York.

THE *Rhode Island Star*, Providence, has contracted for two series of 30-word announcements on WEAN, that city, placed through Chambers & Wiswell Inc., Boston.

STAR OUTFITTING Co., San Francisco, through Allied Adv. Agencies, that city, has taken 104 episodes of the *Chandu* transcription series from Earnshaw Radio Productions, Hollywood recording concern, for placement on KYA, San Francisco. American Cleaners, San Diego, through Robert Gracemill Agency, that city, has also taken an equal number of the series for use on KFSD, San Diego.

LOUISE ROGERS, Inc., Larchmont, N. Y. (cosmetics), has appointed Gotham Adv. Co., New York, as agency.

AMERICAN BANDAGE Corp., Chicago, is advertising through Jim Duffy Inc., Chicago.

COLABEER Co. of America, N. Y., (soda drink), has placed its account with J. P. Muller & Co., New York.

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax), is advertising through Blaine-Thompson Co., New York.

KNAPP-MONARCH Co., St. Louis (electrical appliances), has named Ridgway Co., that city, as agency.

MONUMENT MILLS, Housatonic, Mass. (bedspreads), has placed its account with J. D. Bates Co., Springfield, Mass.

OHIO BROADCASTERS—When the Ohio Broadcasters Association held its election meeting in Cincinnati several weeks ago, they took time out for this photograph, just released. Front row, left to right are Robert Higgey, WOSU; John F. Patt, WGAR, elected president; Warren P. Williamson Jr., WKBN, reelected secretary-treasurer; William S. Hedges, WLW-WSAI; James W. Baldwin, NAB managing director; H. K. Carpenter, Vernon H. Pribble, WTAM. Middle row, Vern C. Alston, WSPD; Bob French. WHKC; Bob Thompson, WCOL; Jack Price, WBNS; Dick Borel, WBNS, and Hal Metzger, WTAM. Back row, Sidney Ten Eyck, WSMK; Gene Carr, WGAR; Kenneth Sliker, WHBC; Howard Barton, WTAM; John McCormick, WKRC; J. Leonard Reinsch, WHIO, and Clarence Hayes, as the representative of WHBC, Canton.

KERN FOOD PRODUCTS Inc., Los Angeles (jams and jellies), and California Sanitary Canning Co., Los Angeles (canned foods and vegetables), are advertising through Chas. H. Mayne Co., that city.

ZENITH RADIO Corp., Chicago (radio sets) has placed its account with E. H. Brown Adv. Agency, Chicago.

AMERICAN TOBACCO Co., New York, has placed its Roi Tan cigar account with Lawrence C. Gumbinner Adv. Agency, New York.

CHRISTIAN FEIGENSPAN BREWING Co., Newark, is advertising through E. T. Howard Co., Inc., New York.

HUBBARD MILLING Co., Mankato, Minn., has placed its account with McCord Co., Minneapolis.

RADIO GUIDE, Chicago, is placing its advertising through M. H. Hackett, Inc., New York.

E. R. WAGNER, Mfg. Co., Milwaukee, has placed its account with Klauvan Pieterson-Dunlap Assn., Inc., Milwaukee.

Discs by Express

TRANSCRIPTIONS for broadcast use and radio parts are next to printed matter and matrices at the head of all commodities scoring an increase of 71.7% in the number of air express shipments in and out of New York City for February, 1937, as compared with February, 1936, according to Railway Express Agency announcement. Of the 20,462 shipments handled at New York in February, transcription records and radio parts accounted for 1,440 or 7% of the total. This was an increase of 1,245 or 640% over February, 1936. Incoming shipments totaled 683 compared with 107 for the year before. Outgoing shipments numbered 757 compared with 88.

New Candy Account

FINE PRODUCTS, Augusta, Ga., has contracted for 15 25-word announcements five evenings each week for three weeks over WBT, Charlotte, advertising Hollingsworth Candies. The contract was handled by Rawson-Morrill Inc., Atlanta.

DUTCHLAND FARMS, Boston (restaurant chain), has contracted for two announcements weekly on WOR, Newark, the first advertiser to take advantage of the station's withdrawal of its former no-announcement policy. Sponsor operates a chain of restaurants in Boston suburbs and is preparing to enter the New York territory. Announcements are being used to acquaint New Yorkers with the Dutchland name. Ingalls Adv., Boston, directs the Dutchland advertising.

RESULTS IN RECORD TIME

It takes a champion to hang up a record performance. Not just once, but consistently. And the way KWK can rope, throw and tie up more business for you in record time is the mark of a real champion. Just call us or our representative and we will gladly show you a few of our many record performances.

THOMAS PATRICK, INCORPORATED
HOTEL CHASE — **ST. LOUIS**
REPRESENTATIVE — PAUL H. RAYMER CO.
NEW YORK — CHICAGO — SAN FRANCISCO

KWK

U. S. Research Corp. Markets Film Recorder

U. S. RESEARCH Corp., Washington, has placed on the market a strip film recorder using the scratch method, developed by R. J. Coar, president of the transcription concern. The device will record 18 hours of continuous sound on 200 feet of 35 mm. film, running continuously. It is made available for recording of station programs day by day to use as a permanent record capable of being stored in a small space, as well as for other types of permanent records.

The company also is marketing transcription equipment using the same needle and pickup for 33⅓ and 78 speeds, lateral or vertical.

Transcription series are being recorded for the Social Security Board, to be placed on a free basis. The first series consists of six quarter-hour dramatic discs with musical background. A series of 13 quarter-hour dramatic discs is being recorded for the Farm Credit Administration. Mayflower Hotel, Washington, is recording 13 five-minute musical discs to be placed on some 40 stations.

TRANSCRIBED RADIO SHOWS Inc., New York, has entered the commercial transcription field under the direction of M. E. Moore, veteran advertising man. Located at 2 W. 47th St., the new organization will specialize in the creation of one-minute transcribed dramatizations for jewelry, optical and used car sponsors and five minute transcribed dramatizations for advertisers in the loan, furniture, general insurance, bakery, ice cream and gasoline station fields. The firm also will serve as eastern representative for transcription companies on the West Coast.

WGBF and WEOA, Evansville, Ind., observed the affiliation of stations with NBC, together with increased power for the outlets at a studio party March 31 with many out-of-town guests present.

Radioaids Buys Masters

TRANSCRIPTION master records numbering 78 were sold March 15 in Los Angeles, to M. J. Mara, president of Radioaids Inc., Hollywood transcription concern, by Benno M. Brink, referee in bankruptcy. They were from the assets of Radio Productions Inc., bankrupt Los Angeles program producing firm and included the series known as *Hollywood Cinderella, McCoy-Mendel Agency* and *Tales of the Foreign Legion.* Radioaids announced that they would distribute the programs with their regular catalog line. Previously the company had confined its own transcription production to five-minute programs for various types of business and industry.

KOKO will be the call letters of the new 100-watt station on 1370 kc. in LaJunta, Colo., which the FCC recently authorized the Southwest Broadcasting Co. to erect. The same company also operates KIDW, Lamar, Colo.

MacGregor Purchases

C. P. MACGREGOR has taken over sole ownership of MacGregor & Sollie Inc., Hollywood transcription concern and distributors, having purchased the interest of S. A. Sollie who will devote his time to experimental radio engineering. The firm, organized in San Francisco ten years ago and moved to Hollywood last year, is now known as C. P. MacGregor. Organization will operate along the same policy as in the past, with concentration on its library service, Mr. MacGregor stated. Amos T. Baron, newly-appointed sales manager, continues in that capacity. Gene Carman, who authorized *Moving Stories of Life* and other transcription serials for the firm, has been made production manager, succeeding John Fee. Other changes will be made in the organization staff within the next two weeks MacGregor said. Production now averages 15 shows weekly.

Mr. MacGregor

TRANSCRIPTIONS

NEW Sunday Players transcription accounts announced by Mertens & Price Inc., Los Angeles, include: Wilkins-Rogers Milling Co., Washington, 26 weeks on WJSV, through Lewis Agency; Forest Lawn Memorial Park, Los Angeles, 52 weeks on KEHE; Greenwood Memorial Park, San Diego, Cal., 52 weeks on KGB; Melrose Abbey Mausoleum, Santa Ana, Cal., 52 weeks on KVOE; Desert Lawn Memorial Park, Yuma, Ariz., 52 weeks on KUMA.

RADIO programs division of Walter Biddick Co., Los Angeles, has taken exclusive sales rights for the quarter-hour *Robin Hood* series. Concern late in March also started to record its own series of 26 half-minute transcriptions for the dry cleaning business.

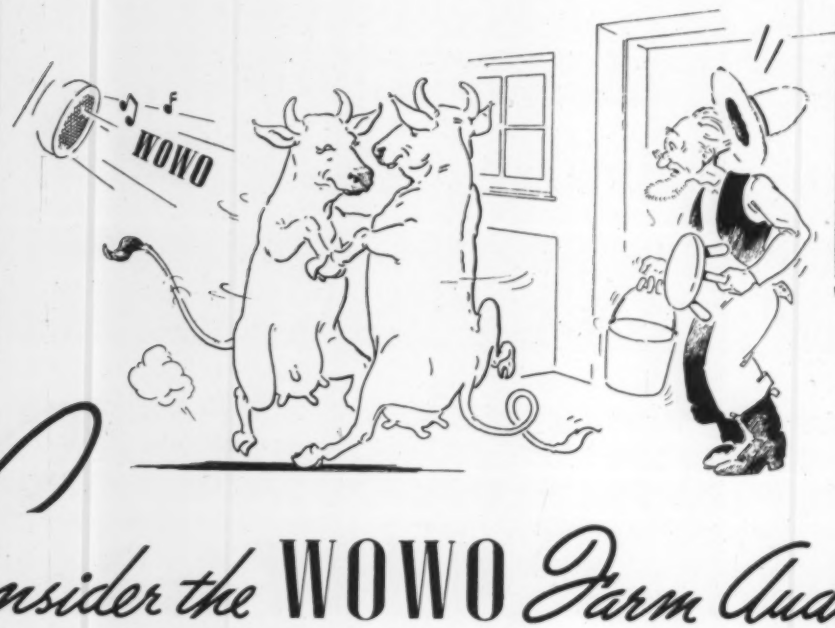
KASPER-GORDON STUDIOS Inc., Boston transcription firm, has appointed John I. Teder, Providence, as special representative to cover for Rhode Island, effective April 5.

CARSON C. TAYLOR has opened a transcription studio at 310 S. Irving Blvd., Los Angeles, with facilities for wax recording and air checking.

LANGLOIS & WENTWORTH, New York, has released the first 50 programs of its new continuity service to all stations served by the Lang-Worth Planned Program Service, making available more than 800 quarter-hours for commercial sponsorship.

Benjamin D. Crose

BENJAMIN D. CROSE, 60, for the last five years West Coast manager of Radio Transcription Co. of America Ltd., Hollywood, died in Portland, Ore., March 19, a few hours after contracting pneumonia. Funeral services were held in Los Angeles March 23. In the early days of radio Mr. Crose was engaged chiefly in production work and discovered many present day stars. Among his first transcription programs was one by Bob Burns, then at the start of his radio career. Mr. Crose had spent the last year in traveling contacting stations for his firm and had recently returned to Hollywood from a tour of the southeastern states before starting Jan. 2 for the Pacific Northwest.



Consider the WOWO *Farm Audience*

Perhaps the cows are exaggerated a bit . . .

But it's a fact . . . that WOWO is in tune with everything down on the farm.

And by "down on the farm" we mean the 190,783 farm homes in WOWO's primary area: Northern Indiana, Southern Michigan and Western Ohio, of which 148,810 are radio homes.

Its programs are built for the folks on these farms and for the small towns which serve them.

It may also interest you to know—That 43% of these farmers are college trained — live on the finest farms in the country — have money to spend — and are spending it.

Using WOWO is the quickest, surest, most economical way to influence sales in this rich farm territory.

WOWO *the* HOOSIER STATION

WESTINGHOUSE RADIO STATIONS, INC. FORT WAYNE, INDIANA
10,000 WATTS CBS 1160 KC.
E. KATZ SPECIAL ADVERTISING AGENCY

AGENCIES AND REPRESENTATIVES

EDWARD PETRY, head of Edward Petry & Co., New York, was on the West Coast in March contacting stations which his organization represents and when in Los Angeles conferred with Harrison Holliway, manager of KFI-KECA.

EDWARD ALESHIRE, radio director of H. W. Kastor & Sons Adv. Co. Inc., Chicago, was in Hollywood March 16 to attend launching of the new *Jimmy Fidler in Hollywood Gossip* series on 50 NBC-Red stations under sponsorship of Procter & Gamble Co. (Drene).

HELEN KING, copartner in Certified Contest Service, New York, is resigning May 1 to establish her own organization. Miss King, who will continue to supervise radio contests and radio mail, expects to establish her offices in Radio City about May 15. Among her clients are *Radio Guide* magazine, Mohawk Carpet Mills, General Foods, Kolynos Co. and Best Foods. In addition to her contest activities, Miss King is radio editor of the Munsey Publications and has been featured as a graphologist on numerous radio programs.

J. J. DEVINE & ASSOCIATES Inc., newspaper and radio representative, has been appointed exclusive national representative for WRGA, Rome, Ga., and WBHP, Huntsville, Ala.

A. C. UHLHORN, formerly sales manager of San Francisco Broadcasting Co., San Francisco radio agency, has joined KEHE, Los Angeles, as account executive.

BRINCKERHOFF-CARON Inc., Chicago, is the new firm name of the former Brinckerhoff Inc., Chicago agency.

STREET & FINNEY, Inc., New York, celebrated its 35th anniversary March 15. The agency was formed in 1902 by Julian Street, who left advertising to go into literary work, and Frank Finney, who has continued in the agency business.

ALVIN H. KAPLAN, for the past 12 years account executive with Rose-Martin Inc., New York, has been named vice-president and radio director of the agency.

HUSBAND & THOMAS Co. Inc., New York, has moved to new offices at 370 Lexington Ave.

LANG, FISHER & KIRK Inc., Cleveland, has moved to 1010 Euclid Ave.

SWAFFORD & KOEHL Inc., Chicago, has changed its address to 620 N. Michigan Ave.

SCHOLTS ADV. Service, Los Angeles, has moved from the Edison Bldg. to its own building, at 1201 West Fourth St., occupying the entire structure. Agency is the only one in Los Angeles to occupy its own building. Tom Scholts is radio director.

KEN ENGLUND, of McCann-Erickson Inc., Hollywood, and Miss Mabel Albertson, both continuity writers, were married in New York last November, it was revealed recently. Mrs. Englund will join her husband in Hollywood shortly.

D'EVELYN & WADSWORTH, Inc., San Francisco agency, has changed its address to 406 Montgomery St.

ROY S. DURSTINE, president of Batten, Barton, Durstine & Osborn Inc., has been made chairman of the advertising division of the commerce and industry committee which will solicit contributions for the Salvation Army during April.

WKZO, Kalamazoo, Mich., has named Small & Brewer Inc. as national representatives.

JOHN BLAIR, president of John Blair & Co., Chicago, was on the West Coast for more than ten days last month visiting stations which his organization represents, and also conferring with Lindsay Spight, Pacific Coast manager in San Francisco.

WBRY, Waterbury, Conn., has appointed Joseph Hershey McGillvra as national representatives.

RICHARD S. DALEY, for the last four years on the Detroit staff of Kelly Smith, newspaper representatives, has resigned to accept a position in the Detroit office of Edward Petry & Co. Inc., radio station representatives.

WALTER J. NEFF, of Neff-Rogow Inc., New York, is the proud father of a boy, Walter J. Neff Jr., born recently.

FURGASON & ASTON Inc. has assumed national sales representation of WQAM, Miami. Prior to that date the Furgason & Aston organization represented WQAM in all territories except New York.

SAM PIERCE, continuity writer and producer, associated with Hixson-O'Donnell Inc., Los Angeles, and Georgianna Parker, were married March 6 at Laguna Beach, Cal.

Burke to Detroit

CHARLES G. BURKE, for the last two years account executive in the Chicago office of Free & Peters Inc., is being transferred to take charge of the firm's Detroit office in the New Center Bldg. early in April. After an early training in the newspaper business, Mr. Burke was commercial manager of WDAY, Fargo, for many years, and later commercial manager of W9XBY, Kansas City.

Mr. Burke

MISS FLORENCE MILES has been added to the radio staff of the Schwimmer & Scott agency, Chicago. Miss Miles will write radio commercial copy exclusively.

GARDNER OSBORN, formerly vice-president of Osborn & Souvaine Inc., radio program company, and Reimers & Osborn Inc., advertising agency, has joined Lawrence Fertig & Co. Inc., New York, as an account executive.

LEON A. FRIEDMAN was appointed radio director of Sterling Advertising Agency, New York City, on March 15. Mr. Friedman is a brother of Ted Lewis, orchestra leader.

CARL HARRIS, head of the J. Walter Thompson Co., Chicago press department, was in Hollywood in March conferring with agency executives on radio publicity.

BROADCASTING SERVICE Assn. Ltd., Sydney, Australia, new holding company for stations 2GB and 2UE, that city, will be represented in the United States by Ralph L. Power, Los Angeles. Arrangement is a continuation of his representation for 2GB over a period of years.

Beverage Series

BEVERWYCK Brewery, Albany (beer and ale), will use spot broadcasting in its new campaign throughout the eastern states, but the type of program and number of stations have not been settled. Peck Adv. Agency, Inc., New York, will place the advertising.

WIBW has taken "fall" after "fall" out of some of the toughest sales and distribution problems in the country. Bring us your problems. Let us take these "ponderous pachyderms" to the mat for a quick decision in your favor.

All the odds are with us because we've got the winning hold on this territory. It's a **friendly** hold that we've been developing for years. Over 324,000 Kansas radio homes respond to it instantly.

If you think we're boasting, ask Montgomery Ward & Co., National Bellas Hess, Chicago Mail Order Co., Allis Chalmers, Dr. Caldwell's Syrup of Pepsin, Olson Rug Co., or Aladdin Mantle Lamp Co. We're sure they'll say

"You Can't Reach Kansas Without WIBW."

WIBW "The Voice of Kansas"

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco

We Salute

KOCA

KILGORE
TEXAS

For the Splendid Public Service It Performed During the New London School Disaster.

We Are Proud

That it is Collins-Equipped Throughout.

COLLINS
RADIO
COMPANY

CEDAR RAPIDS
IOWA

Radio Brings Aid in School Disaster

Texas Stations Assume Major Rescue and Relief Roles

ONCE again, as during the recent Ohio-Mississippi flood disaster, radio played the major rescue and relief communications role on the occasion of the New London, Tex., school explosion which on March 18 snuffed out the lives of more than 300 children and teachers.

Mr. Terry

Nearby Texas locals, throwing their entire facilities into the breach to call for medical aid and carry the news to anxious parents and the outside world, proved anew the public service efficacy of the community broadcasting station in times of stress and emergency. The explosion occurred at 3:03 p. m., and within less than 30 minutes the three nearest stations, one of them only recently licensed to begin operating, were on the air with the news and rushing men and microphones to the spot.

Eyewitness Accounts

Carrying the brunt of the load were KOCA, the new 100-watter at Kilgore, about eight miles away, managed by Neil Fletcher; KGKB, Tyler local managed by M. E. Danbom for James G. Ulmer, who also is chief owner of KOCA, and KFRO, Longview, another 100-watter. They not only carried the disaster broadcasts but were the source of eyewitness accounts carried to WFAA-WBAP, Dallas-Fort Worth, to the networks and to other stations or groups of stations throughout the country.

When KOCA and KGKB got the flash of the disaster, they telephoned to New London and were urged to go on the air with calls for nurses, doctors, ambulances, medical supplies and camp cots. KOCA Manager Fletcher rushed to the scene immediately while Announcer Ted Hudson flew over from the Henderson remote control studios. KGKB instructed Hudson to call General Manager Roy Terry at once, whereupon Mr. Terry and KGKB Manager M. E. Dandom, Announcer Bob Easton and Engineer Burton C. Boatright rushed to KOCA to maintain further contacts.

Frantic parents and relatives meanwhile were swamping the stations with calls. Mr. Terry ordered all program schedules dropped and placed Mr. Danbom at the microphones to carry emergency messages and to broadcast the official appeals for aid. Mr. Hudson commandeered a rural telephone, tapped on his own lines and carried his mike within 50 feet of the demolished school. By 8 p. m. he was on the air over KOCA, which shot up its power for the emergency so that KGKB and other stations might rebroadcast his words off the air.

The necessary supplies were made available, as a result of the radio calls, within 45 minutes, thanks to the broadcasts by Danbom at Kilgore, Bob Wright at Tyler, Bert Barber at the Henderson remote studios of KOCA and the on-the-spot reports of Red Hudson and Dave Chapman. By 10 p. m. every relief agency was depending upon radio to direct men and supplies, and all the families were depending upon radio for news about their children.

When the technical setup was complete, Mr. Terry permitted KMA, Shenandoah, Ia., to link into his network by long distance, and KMA fed the Iowa Network with the accounts from New London. Terry also offered the programs to Martin Campbell at WFAA, who had been trying to get through to New London on the overtaxed phone lines without success. WFAA went on at 10 o'clock and remained on the air until 4:40 a. m. next day.

No Time to Rest

"So tremendous was the response of our listeners to our pleas for aid," reported Terry, "that by 5:30 a. m. practically all bodies had been removed and the entire wrecked building moved to one side. By having all studios cued for rebroadcasts, it was possible for every announcer to hear every other announcer at all four points. Day and night, from Thursday afternoon, March 18, until Sunday at 6 p. m., our two stations stayed on the air and dropped all commercials and everything else. They stayed on the air until the last body had been identified and claimed."

AT NEW LONDON—Ted Hudson mans microphone for KOCA-KGKB, at school ruins.

Ted Hudson's Thursday - Friday broadcasts from the scene lasted 9½ hours before he was ordered back to Henderson. Working until they were ready to drop for want of sleep were Danbom, Wright, Chapman, Eastman and Smith at the Tyler mikes with Boatright and John Sheppard at the controls; Neil Fletcher, Eddie Hatchett and Henry Degner at the Kilgore mikes with Engineers Waters and Gohlke; Ted Hudson and Bert Barber at New London and Henderson, and Roy Terry directing the whole operation.

Close to 50,000 bulletins were handled during the emergency. Seven broadcasts were fed to other stations and the networks. The stations were on the air about 50 hours without letup.

Earl Kalusche, program manager of KFRO, Longview, reporting on that station's work, declared that "chief credit is due our sister stations KOCA and KGKB for their untiring efforts and service of such magnitude that only those here at the scene can realize and appreciate it." KFRO stayed on the air 49 hours continuously to rebroadcast and to call for supplies. It sent Tom Putnam and Harold Johnson to the scene, 28 miles away, and they phoned their own reports in direct when they could get lines established as a supplement to the other broadcasts. Mr. Kalusche also broadcast a special report to KWKH and KTBS.

WFAA was so gratified by the cooperation of KOCA and KGBB that the *Dallas News*, its operator, devoted a large spread to a testi-

TEXAS DISASTER CREWS—At left is staff of KGKB, Tyler, who handled the New London school disaster broadcasts. Back row, left to right: Bob Wright, salesman-announcer; John Sheppard, chief engineer; Bob Eastman, announcer; Billy Smith, announcer-technician. Seated, left to right: Burton Boatright, engineer; Margaret Langston, secretary; M. E. Danbom, manager; Gladine Luttrell, stenographer; John Glenn, auditor. In photo at right, left to right, are staff of KOCA, Kilgore: Berry Ford, secretary; Eddie Hatchett, announcer; Edgar Gohlke, engineer; Russell Waters, engineer; Neil Fletcher, manager; Hank Degner, announcer.

monial advertisement to Mr. Terry and his associates. "Thank you, Roy Terry," the ad read. "Again, as in the recent Ohio River floods, radio came to the aid of those in need. You and your fine staffs have, in our opinion, earned the undying gratitude of all those directly or indirectly affected by the tragedy."

WFAA itself had a flash bulletin within a few minutes after the disaster and carried regular flashes until evening when it was enabled to contact KOCA and thence carry the New London scene direct, feeding it to the Texas Quality Network and to Shreveport. One difficulty in making contacts was that five miles of the line from New London was the old single-circuit, ground-return telephone line. KRLD, Dallas, rushed a crew to the scene, including Clyde Rembert and engineers. The consensus was that the smaller stations of East Texas carried the brunt of the reporting and rescue load, though Gov. Alldred several times personally called upon WFAA-WBAP to relay his messages to the officers enforcing martial law at the scene.

Poetic Drama's Debut

THE FIRST poetic drama ever written specially for radio, titled *The Fall of the City* and soon to be published in book form by Farrar and Rinehart, will be broadcast by CBS April 11. Author is Archibald MacLeish, member of the staff of *Fortune* and Pulitzer prize winner for poetry in 1932. CBS producer of the play will be Irving Reis, director of the Columbia Radio Workshop, while Composer Bernard Herrmann will produce a special music score.

Star Radio Appoints

Mr. Studin

STAR RADIO PROGRAMS Inc., New York syndicated script service, announces the appointment of Daniel C. Studin as vice president, and the incorporation of the organization. Prior to his Star Radio affiliation, Mr. Studin was associated with National Union Radio, where he came in close contact with the problems of the smaller radio stations. Mr. Studin advises that his company will continue its former policy of creating only live one-man shows that can be produced easily and at low cost. Burke Boyce, former NBC continuity head, directs and supervises all scripts syndicated by the organization.

Radio Laboratory

ALUMNI of the New York University Radio Workshop, courses in radio writing, acting, directing and producing, and in the use of music in radio, conducted in cooperation with the Office of Education, Department of the Interior, have formed the Radio Laboratory, to experiment in writing and producing original radio programs, especially in the field of educational broadcasting. *The Ring*, a one-act radio drama, was broadcast by the Laboratory on WMCA, New York, on March 25.

Saved the Squeal

THE SQUEAL of the pig was finally utilized when KSTP, St. Paul, broadcast from the local Swift and Co. packing plant as one of a series of industrial on-the-scene programs. Intended to create good will among clients and possible clients, the remote broadcasts have so far included a macaroni and spaghetti factory, a cookie company and a paint manufacturer.

Peter Fox Beer Spots

PETER FOX BREWING Co., Chicago (Fox De Luxe Beer), began in March a full hour broadcast of the *Barn Dance* on KWTN, Watertown, S. D., Saturday nights. In addition the beer firm began a quarter-hour variety show March 14 over the same station. The latter program is on six days a week from 1:15-1:30 p. m. Peter Fox has also signed with WIND, Chicago, for 26 weeks to sponsor the first half-hour of the Lithuanian program four nights a week. Schwimmer & Scott, Chicago, is agency.

Fur Spot Series

PHILIP A. SINGER & BRO. Inc., New York, is contemplating a radio campaign to begin in late summer featuring seal dyed coney fur coats trademarked "Imperial". Albert Frank-Guenther Law Inc., New York, handles the account.

Kudner Basketball Team Leads New York League

CONCLUDING the season without a defeat, Arthur Kudner Inc. last month captured the 1937 championship of the New York Advertising Agency Basketball League. An annual event for many years, the tournament attracted eight strong agency teams this year. Arthur Kudner Inc., with a team including several members associated with radio, garnered 14 wins and no losses. McCann-Erickson Inc. was second with ten victories and four defeats. The remaining teams finished in the following order: William Esty & Co. Inc., Ruthrauff & Ryan Inc., J. Stirling Getchell Inc., Lord & Thomas, Compton Adv. Inc. and Benton & Bowles Inc.

Members of the championship team were Bob Byrnes, former Yale player; Keith Topping, All-American football end from Stanford; Jim Nutt, former Indiana University player; John Schneider, Dartmouth; Ken Griffith and Frank Nolan. Second string men were Harry Turner, Barney Sattz, Paul Weller, Dick Lockwood, and Ralph Lewis. H. E. Hudgins, formerly of Dartmouth, coached the team. Bob Byrnes, Keith Topping, Jim Nutt and Harry Turner are associated with radio activity of the agency.

WJOY are the call letters assigned by the FCC to the new 500-watt daytime station on 950 kc. in Saginaw Mich., which it has authorized Harold F. Gross, operator of WJIM, Lansing, and Edmund C. Shields, Democratic national committeeman from Michigan, to construct.

-- tried them all PREFER WREC

Since 1928 . . . 10 years . . . I've broadcast almost daily talks on seed, eight months out of the year. I've tried every Radio Station in Memphis, but for results, I prefer WREC.

(S) R. B. Buchanan

"I've been selling seed in Memphis for 40 years"

R. B. Buchanan Seed Co., Memphis, Tenn.

"Many times I have broadcast over WREC at 12:30 noon about seeds in season and before 2 o'clock had customers drive 40 miles, buy the seed, and say they had heard about them over WREC. I feel certain . . . from a careful study of our new business . . . that WREC's 150-mile coverage was increased from 50% to 100%, when the new WREC transmitting plant was put into use a few months ago."

NATIONAL ADVERTISERS: Let WREC increase your sales in this rich Mid-South territory. More than 3½ million people making and spending money . . . ½-Billion-Dollar Market . . . the 17th Wholesale Market of the United States.

WREC LISTENER POPULARITY

Authoritative Survey made during September and October, 1936. Sworn copy upon request.

WREC	64.60%
WMC	32.57%
WNBR	1.99%
WHBQ	.84%

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

a NEW

merchandising tie-up

PLAN

for advertisers

on WDRC

Write for this booklet which explains the plan in detail.

Basic Network Station of the Columbia Broadcasting System

STUDIO AND PROGRAM NOTES

KYA, San Francisco member of the California Radio System, on March 25 formally opened its new Oakland broadcasting studios, located in the Hotel Oakland. Among those at the dedication were: Ford Billings, general manager of the California Radio System, and William Gleeson, Eastbay representative for the CRS, who has been placed in charge of the Oakland studios, and Harry Rogers, program manager of KYA, San Francisco. KFBK, Sacramento, and KEHE, Los Angeles, joined in a musical salute in the dedicatory program.

THIRD of a series of programs in charge of the radio group of the Women's Advertising Club of Detroit brought Wynn Wright, program and production manager of WWJ, before the group for a discussion of program problems March 22. Miss Alicoate Dantzer, WWJ, is chairman of the group, assisted by Ruth Franklin Crane, WJR; Sally Woodward, WWJ; Alice Gorham, WXYZ, and Katherine C. Travis, who writes the Crowley Milner & Co. daily program.

WDRC, Hartford, has installed a photographic department with darkroom so that photographs taken in and about the studio may be processed more rapidly. Gilbert Bayek is in charge of the darkroom.

WROK, Rockford, Ill., began operating its new $14,000 RCA transmitter on March 17 when Mayor C. Henry Bloom touched the switch of a spark coil which had been arranged for the ceremonies by engineers Tommy Cameron, Maurie Nelson, Karl Hanson, and Garth Bowker as a fitting historical device.

REV. ROBERT FRASER, blind singing evangelist of WIP, Philadelphia, on March 16, celebrated his 12th anniversary of broadcasting.

News on The Hour

"NEWS every hour, on the hour" is the slogan of WTRC, owned by *Elkhart* (Ind) *Daily Truth*, and a five-minute news report is broadcast every hour from 7 a. m. until 9 p. m. with programs being interrupted whenever important bulletins are received on UP service. The success of the venture has proved the wisdom of establishing the hourly schedule, the station reports.

OPENING of a second remote studio in Demopolis, Ala., 55 miles away on the Mississippi border, from which an hour of programs a day now originates, gives the 100-watt WHBB, Selma, Ala., its second remote outlet. The other is at Uniontown, 30 miles away. WHBB, whose slogan is "Whole Heart of the Black Belt", claims this is a record for 100-watters.

WNOX, Knoxville, has added 10 players to its dramatic staff to be under the direction of Ed Turner, publicity director. Jim Foster, continuity writer, will write the script.

WDZ, Tuscola, Ill., has started a broadcast titled *Personal Column*, a description by announcer Robyn Weaver of personal happenings of the WDZ staff. Shortwave broadcasts from nearby farms are also featured.

KWK, St. Louis, celebrated its 10th anniversary March 17 by broadcasting a musical program featuring *Fred Waring and His Pennsylvanians* from Convention Hall on NBC-Blue network.

THE *In-Laws*, comedy serial, sponsored by General Mills Inc., in Chicago for approximately three years, started March 8 from KHJ, Los Angeles, to the Don Lee network, five days weekly, as a sustainer. Irving Fogel, production manager of Associated Cinema Studios, Hollywood transcription producers, is manager for the group.

KFAB, Lincoln, Neb., has started a Sunday afternoon program called *Legislative Problems* on which John Edwards, reporter for Central States Broadcasting System, is interviewing the sponsors of state bills.

KSTP, St. Paul, has started a midday five weekly program titled *The Capitol Speaks* during which Val Bjornson, editorial commentator, interviews congressmen and explains legislative procedure.

WFIL, Philadelphia, has started a series titled *Village Vignettes* on which prominent citizens of suburban communities participate in the dramatization of the history and growth of nearby communities.

ABE LYMAN, director of Jewish programs on WBNX, New York, a year ago organized a "Poor Man's Club" on the air with dues of 17 cents a year, the proceeds to go for a matzoh fund for Passover. This year the club's pennies purchased for Jewish unfortunates the following foodstuffs: 5,000 pounds of potatoes, 2,000 pounds of onions, 600 dozen eggs, 500 packages of tea, 2,000 pounds of sugar, 1,000 pounds of prunes, and 1,000 pounds of vegetable fat.

THE *Bohemian Hour*, featuring Bohemian talent and sponsored by a group of Bohemian merchants for a weekly half-hour on WBNX, New York, is the latest sponsored foreign language to be heard on this station.

LOS ANGELES YMCA, in cooperation with leading southern California educational institutions, is sponsoring a weekly institutional program on KECA, Los Angeles, titled *Frontiers of 1937*, which started March 5 and is directed toward an understanding of the problems confronting and besetting modern youth.

RETURN of the mysterious golden-breasted swallows to the Mission San Juan Capistrano, Cal., was broadcast over the NBC-Blue network, March 18 and 19, inclusive, with Clinton ("Buddy") Twiss, announcer, describing the movements of the birds who are said to fly in yearly from across the Pacific Ocean. Each year the swallows, numbering more than 3,000, depart from the mission on St. John's Day, October 23, and return on the day dedicated to St. Joseph, March 19. Ornithologists have for years tried in vain to learn where they spend their winters. Legend has it that for 161 years they have been flying to the mission, across the ocean, from Palestine.

KNX, Hollywood, has received approximately 20,000 letters from citrus fruitgrowers in the southwestern states commending the station's public service in giving emergency frost warnings. Time was donated by Wm. Wrigley, Jr. Co. (chewing gum), and spot warnings given between programs.

THE California Radio System (KEHE, KERN, KMJ, KFBK, KWG, KYA) is now being referred to as the Orange Network, in all publicity and to clients.

KMTR, Hollywood, has a half-hour Sunday afternoon program, Radio Bureau of Missing Persons, which is receiving full cooperation of Los Angeles county authorities. Program, produced by Robert Dillon, through the medium of interviews, is used to assist relatives and friends in locating missing persons.

THE STORY of the week in various social agencies is the theme of a new series on WTMJ, Milwaukee, presented under the auspices of the Milwaukee Community Fund.

FOX Kansas City theaters are sponsoring a new program *Let's Go to the Movies* over WDAF, Kansas City, three evenings weekly. Conducted by Senn Lawler as the *Screen Reporter*, the program features comment on local programs coming and current at Fox theaters, with studio news and gossip. Visiting stage artists are featured.

KFIZ, Fond du Lac, Wis., is broadcasting a series of six lectures on *How to Get a Job* by Miss Agnes Huberty of the Fond du Lac Vocational school faculty.

WHBF, Rock Island, opened its new studios and offices atop the downtown Safety Bldg., March 19 with dedicatory ceremonies attended by hundreds of visitors. The ceremonies had been postponed because of the death of James L. Hughes, station manager, who died March 9.

Go Toledo with NBC

National Representative

John Blair & Co.

San Francisco
New York
Chicago
Detroit

WSPD considers it a noteworthy step in its progress to announce its affiliation with The National Broadcasting Company May 2d as a basic station of the Blue Network.

5000 WATTS DAY

1000 WATTS NIGHT

WSPD dominates in Toledo and its prosperous retail trading area — dominates in popularity — dominates in advertising effectiveness.

WSPD

TOLEDO

OHIO

Studios atop Commodore Perry Hotel

Transmitter Perrysburg, Ohio

Sell it to Cohen

Thru—

WLTH Jewish Radio Station

WLTH—

is helping New York City's Jewish masses to become assimilated . . . .

—teaching American customs . . . .

—advertising American products . . . .

SAMUEL GELLARD

WLTH, 105 2nd Ave., N. Y. C.

Rossler and Howard, National Rep.

SPONSORED by Webster-Eisenlohr Co., Detroit (cigars), WWJ, that city, is producing a series of Sunday evening sports interviews featuring big names like Joe Louis, Gar Wood, Mickey Cochrane, Dutch Clark, Jack Kearns, Harry Kipke and Larry Aurie. Bill Kennedy, announcer, is host on the program and Harry Bannister, local sports fan, writes the script.

KEHE, Los Angeles, has started a new type of collegiate commentary titled *Alma Mater News*, written and produced by Fred Jones, station publicity director, with Bob Le Mond directing. News taken from Pacific Coast college newspapers is dramatized weekly to the accompaniment of campus songs by the KEHE orchestra.

KFWB, Hollywood, as a good-will gesture, on April 5, the evening before municipal election, will donate one hour on the air to mayoralty candidates and other Los Angeles office seekers. Time will be gratis and candidates limited to two minutes each. Comments will be confined to why the speaker should carry the elective vote. "Mud slinging" will be taboo, warns Harry Maizlish, station manager.

WWJ, Detroit, is broadcasting a series of juvenile delinquency cases dramatized under the direction of the Delinquency Prevention Committee of Michigan. A sociologist analyzes the cases, exposes the causes, and proposes preventive measures.

KOIL, Omaha, broadcast the local sit-down strike after taking its mobile unit to the strike scene where Don Kelly interviewed strikers and Bob Cunningham gave a resume of negotiations and settlement.

NEWS for night-owls is being furnished by WMCA, New York, which recently started a quarter-hour news program at 1 a. m. each morning, Monday through Friday.

WROK, Rockford, Ill., has renewed its contract with Leath & Co., chain furniture dealers, for a 52-week series of daily man-on-street programs.

WNYC, New York, will broadcast a series of non-commercial radio interviews with leaders in the textile industry during May and June. The series has been organized by John Black, merchandising specialist and associate editor of *Textile World*.

BOWLING matches by the personnel of Pittsburgh stations have been started by Joe Villella of KQV. Among the bowlers are Ed Shaughnessy, Tom Pickering, Bob Thompson Jr., Jack Hollister, Darrell Martin, Jimmy Dudley, Howdy Clark, Ed Sprague, Lou Kay, Jack Duchheit, Johnny Laux, Cliff Daniels, Norman Twiger, Alan Trench, Sammy Fuller and Jimmy Murray.

BILLY KNIGHT has joined the staff of WTMV, East St. Louis, as salesman.

PERSONS who want jobs are interviewed on the *Job Clinic* program of WSOC, Charlotte, N. C., a community service broadcast sponsored by a local bank three evenings weekly. Heard by prospective employers when they are not in conference and are away from the routine of business, the persons interviewed are readily employed, WSOC states.

DEAN J. D. MESSICK of Elon College is presenting a series of fifteen minute talks over WBIG, Greensboro, N. C., on the subject of "Youth Guidance".

FROM TRAIN—Joe Louis, boxer, loosened up and gave a chatty interview from the lounge room of his private car on a Denver siding while Charles Inglis, KLZ announcer, interviewed him.

J. CHARLES DAVIS II, and Marilyn Mills, who formerly headed the KMTR Artists Bureau, Hollywood, have organized the Radio Play Shop at 5205 Hollywood Blvd., that city. They will build shows to order for sponsors, promote talented players appearing in Play Shop productions, and also service their more than a dozen programs on KMTR and other Hollywood and Los Angeles stations. Jack Bell has been brought in to assist in production and handle air checks of all programs.

JAMES HARPER, formerly with Robert Taplinger Inc., Hollywood publicity offices, is now radio editor of the *Los Angeles Evening News* and *Illustrated Daily News*, succeeding Ken Frogley. Frogley who was columnist under his own name and the nom de plume, Dylan Wright, and also radio commentator, will become editor of a new weekly publication sponsored by E. Manchester Boddy, publisher of the two mentioned newspapers. Ray Buffum, formerly on the publicity staff of KFWB, Hollywood, has succeeded Harper at the Taplinger agency.

THE *Camera Club* of KSFO, San Francisco, held its first meeting recently with J. C. Morgan, production manager as president, and Robert Dumm, announcer, as secretary. Keith Kirby, KSFO announcer, was admitted to the Club and plans were discussed relative to enlarging the Club's fully-equipped development laboratory.

THE Second Federal Savings & Loan Assn., Cleveland, after success with its weekly five-minute *What's the Answer* series on WGAR, Cleveland, has begun a weekly 15-minute series. Questions are asked at the opening of the program with the promise that they will be answered at the conclusion of the program. A few measures of music are also played with the request that the listeners write in the title. No prizes are offered, but the correct title is announced.

MOST listened to news program of KFYR, Bismarck, N. D., since Jan. 1 has been *News from Capitol Hill* featuring complete resume of the North Dakota legislative day and written by Marc J. Connelly, veteran North Dakota news-gatherer, with the station announcing staff reading. When the session adjourned, the broadcast was continued under head of *KFYR News Bureau on the Air* and features complete roundup of state news, written by station news staff and by Roy H. Brant, KFYR news director.

WKRC, Cincinnati, celebrated the dedication of new studios and 5 kw. transmitter on March 27 with a special program in which prominent speakers participated. General Manager Timothy S. Goodman was among those who took part. History of Cincinnati and WKRC was dramatized.

ON ITS tenth anniversary March 17 KWK was tendered a salute program by Mutual network programs keyed from WOR. The programs included Connie Miles, the Key Men, Helene Daniels, and Nat Brusiloff's and Kay Kyser's orchestras.

WEEKLY programs are broadcast on WSPR, Springfield, Mass., by Mount Holyoke College. President Mary Woolley introduced the first series last fall, and will give the concluding program of the series, which is built around the coming centenary of Mount Holyoke College, to be celebrated in May. The development of teaching and knowledge during the last hundred years is told in dramatic form each Tuesday afternoon by students and teachers.

FIVE playlets based on treatment and care of tuberculosis among adolescents are being presented on WOL, Washington, under the auspices of the District of Columbia Tuberculosis Association. Enacted by students from high schools that had the highest percentage of applications for the free X-ray service extended by the association, the plays explain the advantages of controlling the disease.

NATIONAL LIFE INSURANCE WEEK
MAY 17th to 22nd

Broadcasting Stations!

Contact the Secretary of your local life underwriters' association *now* to contract for time on your station during LIFE INSURANCE WEEK.

The H. S. G. Advertising Agency has prepared a series of 5-minute dramatized life insurance programs on discs especially for this occasion.

For name and address of your local secretary, and for full information, write to:

H·S·G·ADVERTISING AGENCY INC
420 MADISON AVE·NEW YORK CITY

Now TEST the South
for ONE LOW RATE

Test your southern campaigns in the rich cotton-tobacco region of the two Carolinas. WIS-WPTF—the Carolina Combination—sold at one low rate, intensely covers this area and the results tell how able-to-buy southerners will respond to your promotion . . . It's a double test for a single low price. Try it!

The CAROLINA COMBINATION

WIS
COLUMBIA, S. C.
5000 WATTS
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WPTF
RALEIGH, N. C.
5000 WATTS
NBC

Represented by Free & Peters, Inc.

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
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WMCA
NEW YORK'S OWN STATION
Leads in
PROGRAM PLANNING
GOOD WILL HOUR
Successor to Good Will Court
SUNDAYS 10 TO 11 P.M.

THE *Talking Book* developed for the use of the blind is the basis of a program started recently on WNYC, New York municipal station. Most of the 2,000 transcriptions in the *Talking Book* collection will be carried in the program, the station announces. Work of the American Foundation for the Blind was described on the opening program by Robert B. Irwin, executive director of the organization.

AN INCREASE in the rate for WEBC, Duluth-Superior, of the NBC Northwestern Group from $120 to $140 per evening hour is announced effective April 1 by Roy C. Witmer, NBC sales vice-president.

KGVO, Missoula, Mont., has instituted a campaign to arouse interest in an extension of the Missoula city limits to include a number of new suburbs. The city would have a population of 25,000 under the proposed extension, having grown from a flag station in 30 years.

GORDON BUTLER, of Dallas, announces that he will open a recording and radio production business in that city early in April.

SIX additional NBC stations are carrying the *National Farm & Home Hour* on NBC-Blue. They are KARK, Little Rock; KGNC, Amarillo, Tex.; KGHF, Pueblo, Colo.; WCOL, Columbus; WGBF, Evansville, Ind.; and WFEA, Manchester, N. H., bringing the total to 59.

KFJZ, Fort Worth, is broadcasting a daily morning game called *Who Am I*, on which program three persons are described and the listeners who guess the correct names are awarded theater tickets.

WCMI, Ashland, Ky., has started a six weekly morning program titled *Good Morning Neighbor*, on which a telephone is connected with the microphone and all requests are broadcast. Patton Miller Motor Co., local Ford distributors, sponors the program.

Anniversary Gifts of KMOX

KMOX, St. Louis, four years ago installed a completely electrically equipped kitchen in one of its studio auditoriums, for the merchandising of products and kitchen equipment. The success of this participation program plan, as a noontime feature, is graphically shown by an average of 1,100 weekly attendance and radio response of 2,500 requests each week for recipes and information, during the past year.

The Magic Kitchen is under the supervision of Miss Jane Porter (right), home economist. Here she is with Jerry Holkstra, direcsor of special events. For the anniversary, Miss Porter has arranged for a week of special programs. At each program 20 baskets of groceries, supplied by the sponsors, are given as prizes besides six special attendance prizes. Sponsors participating are Colonial Baking Co.; St. Louis Independent Packing Co.; Pevely Dairy Co.; Blanke-Baer Extract & Preserving Co.; Valier & Spies Milling Corp.; Norge Co. of Missouri, all of St. Louis; Scott Paper Co., Chester Pa., and Hecker Products Co., New York, (Gold Dust, and Silver Dust).

BECAUSE his daily morning *Hardware News* broadcasts over WHO, Des Moines, have done much to set forth the service of home-owned hardware merchants, Jack Shelley, WHO news assistant, was the subject of a commendatory resolution passed by the Iowa Retail Hardware Association. The period is sponsored by a group of wholesale hardware houses in the interests of local merchants.

KRSC, Seattle, now on full time, has sold the midnight-3 a. m. hour daily to a local sponsor, as well as choice evening hours. The station has adopted as a slogan "More Music, Less Talking". Frederick & Nelson, department store, on April 1 observes the broadcasting of its 1,700th program.

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1937, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

IF YOU EXPECT TO SELL
DETROIT

. . . you must reach not only the English-speaking population in Detroit area, but also the very large* foreign-language group within its borders.

WJBK broadcasts Programs in:
POLISH
GERMAN
JEWISH
UKRAINIAN
HUNGARIAN
ITALIAN
ARABIC

Augment your English Program by using one or more of these foreign language programs.

**755,786 Detroiters are either foreign-born or of foreign or mixed parentage.*

WJBK

JAMES F. HOPKINS, *Manager*
ROESLER & HOWARD, *Foreign Language Representatives*

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

BOUND

To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will without mutilating the copies in any way.

$2.50 POSTPAID

BROADCASTING
Broadcast Advertising

Washington, D. C.

White Questions Profits, Press

(*Continued from page 37*)

of stations and from their growing domination of the broadcast field, also by the fear that newspaper acquisition of stations threatened the completeness and the effectiveness of this chain control.

"Finally, a substantial reason for the concern which is being expressed is alleged to be the belief of many that it is not sound public policy to give to a single agency the present two means of reaching the ear of the American public. Those holding this view urge that the sure guaranty of a free press is competition between newspapers; that free speech by radio is dependent upon competitive opportunities between radio stations; and that full opportunity to reach the public by both means is best assured by competition between stations and press.

Reaching the Ear

"The growth of newspaper investment in radio stations has some possibilities which publishers themselves might well explore. To whatever extent the capital of the newspaper owner goes into radio, it becomes subject to business risks not elsewhere encountered. It is invested in chief reliance upon a license which may not exceed the term of three years, and which in custom is for six months, a license which is not renewable as a matter of right and which may be revoked in appropriate circumstances.

"Clearly, here is an unusual monetary risk; but of greater significance is the fact, which cannot be ignored, that as the newspaper investment increases, the press becomes increasingly susceptible to governmental influence. The press of America should consider the implications involved. It is not unreasonable to fear that the development of newspaper ownership in this governmentally controlled means of communication is the great threat to the freedom of the press in America."

If the Commission senses the situation, Senator White said, it has "Skillfully concealed the fact from Congress," and he asserted that "Congress ought no longer to ignore this problem." If Congress approves of what is taking place, he added, all is well; but, he went on to say, that "if the conclusion is that the control of press and radio by a single interest is unsound, Congress must move with celerity or a situation will have been created with which it will be too late to cope."

Political Influence

Going into the question of license transfers, Senator White referred to the various sales and leases of stations that have occurred since July, 1934, and pointed out that the highest price in any transaction approved by the Commission was $1,250,000 paid by CBS for KNX, Los Angeles. According to the information at hand, he said, the replacement cost of the physical assets of this corporation was $217,000, and the claimed value of all the assets was $236,000, of which $61,000 was claimed as good will.

"The price paid for the stock of this corporation, therefore, was nearly 20 times the present value of the physical property," he said. "This in its essence was a sale of a frequency and the recognition by the Commission that the frequency had a value to the parties of approximately a million dollars."

Senator White referred to "other cases where huge prices were paid" citing the recent proposed sale of WOAI, San Antonio, to CBS for $825,000. Such sales under various leasing arrangements whereby networks and others operate stations indicate, he said, that the purpose of Congress is being disregarded and "that prices are being asked and paid which have no possible relation to the investment, and which can only be explained upon the theory that the frequency is being highly capitalized." These matters, and others, which the Senator touched upon, he said, warrant a Congressional investigation, and he expressed his approval of the current efforts for such probes, notably the Connery resolution and the proposed bill of Senator Wheeler having to do with newspaper ownership.

The Senator also hit the allegedly growing monopolistic control of radio stations, particularly with respect to clear channel stations in the hands of the major networks. He said that independent stations are growing less in number, and suggested that there should be some study made of proposals to regulate chain broadcasting.

Turning to the FCC itself, Senator White deprecated the growing impression that political influence is needed to support applications before that body. If there is warrant for such an impression, he said, Congress "should free the Commission from unjustified suspicion or it should act if its policies and purposes and the standards which ought to guide a regulator body of the public importance of this Commission are being disregarded." [See editorial on page 37 of this issue.]

Educational Exhibits

SPECIAL broadcasts and exhibits of symphonic and musical educational programs represent NBC's participation in the various sectional meetings of the Music Educators Conference in progress last month and continuing in April. The NBC exhibits at the convention halls in Tulsa, San Francisco, Portland, Minneapolis, and Buffalo are being directed by Dr. Franklin Dunham, NBC educational director; Judith Waller, Central Division educational director, and Arthur Garbett, Western Division educational director. Dr. Dunham was also scheduled for addresses at several of the conventions.

MUTUAL Broadcasting System has again obtained exclusive rights to broadcast races from the five New York State Racing Assn. tracks with Bryan Field as announcer.

Rodent Rodeo

NBC is searching attics for a singing mouse talented enough to accept the haughty challenge of the British Broadcasting Corp. England's Mickey Mouse of Stoke Davenport is reported to be a bit of the best and a Welsh mouse is being trained as No. 2 diva. Since the death of Whiney Mouse, mezzo-soprano of Linton, Ind., a tired little rodent named Minnie has been substituting before Chicago microphones.

WBT, Charlotte, claims to have perhaps the largest number of electrical refrigeration accounts of any station in the country. At present, eight distributors, seven of them local and one on CBS, have programs on the Charlotte station.

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request.
PLAYBACK NEEDLES
STEEL CUTTING NEEDLES
Manufactured by
W. H. Bagshaw Co
Lowell, Mass.
Distributed by
H. W. Acton Co., Inc.
370 Seventh Ave., N. Y. City

NEXT TIME WE'LL GIT A ROLLS-ROYCE!

Rye bread or Rolls-Royces, the Fargo market can consume your products in just about the same proportion-to-population as any urban market in the U. S. . . . Competition is less tough, and one radio station gives you coverage. Want the facts?

WDAY, INC.

63
N. B. C.

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER

WREN

CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA and ST. JOSEPH

Mailings Inc. Moves

MAILINGS, Inc., specialists in radio contests and handling of listener mail for agencies and advertisers, on March 22, moved to larger offices at 25 W. 45th St., New York. For the past year the organization has been located at 15 E. 40th St. S. Gumpert & Co., New York, (desserts), currently on WOR with *Inspector White of Scotland Yards* is among its present clients. Louis Kleid is president of the company.

THE spring term for prospective announcers recently opened at the NBC Chicago headquarters under the direction of chief announcer Everett Mitchell assisted by announcer Lynn Brandt. More than 25 are enrolled for the course, restricted to NBC employes only.

RESULTS! COUNT MOST

Let us acquaint you with our work.

WEED & COMPANY

Blackett Reviews Radio Problems

(Continued from page 21)

longer period and a much wider basis of experience than you can get easily.

At the present time we have about $50,000,000 worth of newspaper, magazine and radio advertising where we have made definite offers of one kind and another, and we have sales records of returns which we have studied for the last six years. Our clients have over 30,000,000 letters from people who have listened to our shows. We have a staff of people who correlate this information. We have no reason for selling any one method over another. It is strictly non-profit. And yet with all this study we are still a long way from knowing in advance what will sell a given piece of merchandise. (At this point Mr. Blackett began answering questions put to him by his listeners.)

How do you determine whether an advertiser should use radio, newspapers or magazines?

Of course, a great many advertisers use all three. I can give you a few general answers to that. I used to have a professor in college who would say, when you gave him a broad, general answer, "Perfectly true, perfectly general, perfectly meaningless."

When you have a product of high per capita consumption and frequent usage, such as butter, coffee, bread—there is an infinite variety of such products with tremendous sales—or a higher-priced product with volume that runs into a terrific amount of money, you can afford to use newspapers.

Take a product such as Maybelline, where the per capital consumption is very light and the use is infrequent. You have to get your volume over a large area, very thinly spread, so you use magazines. Magazines also are used when it is a high-priced item that hasn't any chance for universal consumption.

Radio and Magazines

Radio, in my opinion, can be used separately, or it can be used in combination with magazines or newspapers. We have some clients who have made a success of radio alone. Radio, generally speaking, is not as successful as picturization of the product. A product which needs to be pictured in order to be understood and appreciated lends itself better to magazines and newspapers, and if color is required—well, as you can see, newspapers are taking on a widespread use of color to make that medium more adaptable to the advertising of some company like Olson Rug, where the color is a great part of the selling.

What qualities must a radio idea have to make an imvression on you?

Well, I have been going over that all day today. I said I would like to figure out how to organize an advertising agency myself. It would save me a lot of worry, I said, if I could get the fellows who work for me to keep us out of law suits. Ninety-nine and forty-four hundredths per cent of the radio ideas that are submitted to an agency are as old as the hills. I am almost to the point where I believe that there isn't anything new in the way of ideas for radio. The only new thing is in the execution and craftsmanship.

Glorified Medicine Show

Radio was based on this fundamental idea. Years ago when you lived in a small town, the first balmy evening in spring, a fellow used to ride into town with a lovely birch wagon, a couple of sorrel horses and a couple of gasoline torches on the back of the wagon. He had a nigger who could play the banjo and one who could sing, and they would play and sing and when the crowd got big enough around the wagon and they were at the psychological point, the man would make a motion to the banjo player and the singer. They would go back into the wagon, and he would start selling the snake oil.

That, in homely parlance, is what radio is. You can dress it up any way you please. I like to hear the Ford Symphony, and I like to hear some of the good comedy programs; but basically, you gather them around the back of the wagon, and when you get them assembled you tell them what you want to sell them.

Well, that being the case, we have a lot of trouble with radio ideas. We do not pay anything for a radio idea. We say that there is no such thing. If you have something that you have worked out by the craftsmanship and the execution of it—I am in favor of the execution of some we bought—you have something that an agency may be willing to pay for. But we do not pay for the idea. We pay for the craftsmanship and the ability to create it and keep on producing it.

Idea Troubles

So far as I know we have never paid anybody for an idea, and we have had to work out quite a system for keeping ideas out of our place. There is a fellow in New York now that got up about 150 designs for slogans, billboards and what not, and got them copyrighted. That fellow comes into your office (he has made this a business). He will say, "Is Mr. Tatham here?"

"Well, no, he is out."

"Then I will leave this package with you."

And perhaps Mr. Tatham is still out when he comes back. He comes in and picks up the idea and he has representation or proof that he left the package in your office. And then if you come out with anything similar to that in the next five years, you have a law suit on your hands.

This submitting of ideas has become such a racket that J. Walter Thompson has closed its doors to such things and get their ideas from professional sources only.

Ideas for Nothing

Generally speaking, however, you don't pay anything for an idea. Let me give you an example. A woman came into our office the other day and wanted to have us dramatize Louisa May Alcott's books. She wanted something for suggesting that to us. Well, goodness, gracious! The dramatization of books has been going on for 50 years. *David Harum* was one of our programs, and it is on the air today, and most of the dramatic programs are either a direct takeoff on some famous book in which the author is given credit, or they have taken the psychological pattern of the book and not given the author credit.

Isn't it true that the greatest number of ideas retained in the human mind are derived through the eye and not the ear?

I would say that if you were a radio man you would vote for the ear. If you are running a burlesque show, you would probably vote for

These have combined to bring the great wheat belt of Kansas and northern Oklahoma, the brightest prospects for a bumper wheat crop in the past six or seven years.

The Primary Coverage Area of Radio Station KFH, at Wichita, Kansas, is the very heart of the Nation's Bread Basket. Here is your brightest sales spot in the country for the next two years.

The 1935 spendable income of $1,440,572,000, in the total service area of KFH, will be greatly augmented for 1937-38 by this golden wheat crop.

KFH

WICHITA, KANSAS

Basic Supplementary CBS

National Representative EDWARD PETRY & CO.

IN *Atlanta* USE WGST

CBS 5000 watts day 1000 watts nite 890 kc.

Repts: E. KATZ SPECIAL ADVERTISING AGENCY

Exclusive coverage in Seven top-spending counties in Western Montana.

1000 watts 1260 kc. KGVO Missoula, Montana

Columbia Broadcasting System Affiliate

the eye. I don't know. That is a question. Some people are eye-minded and some are ear-minded. I think that anything that can catch both the eye and the ear has a better chance.

I don't know that that is a question that I would try to decide that way, because some media depend upon the ear, and some upon the eye, and from a practical standpoint, you have to learn how to reach people through either medium.

Do you consider it necessary to merchandise a radio program by the use of printed advertising messages?

I will tell you something about this that might be very interesting to you. Personally, I do not.

I remember that six or seven years ago, when we started in to build radio programs, the question came up, and they said, "You have to buy your audience. You have to pay the price of coverage that you get from the station. If the station is 50,000 watts and covers so many people, you have to pay for it."

Well, I can remember the first program where that question came up, and we discussed the question of putting ads in the radio section of newspapers, and we figured it out and found that to do a competent job we would spend $50,000 to $100,000. Then we tried to figure out what we would get from that expenditure.

If you buy a big enough name in radio, part of your publicity goes with that name. By that I mean that if you pay $5,000 for the name, you will get a certain amount of publicity with it. It gets an audience for your program. You will get that much more free publicity. If you buy a bigger name, you will get that much more publicity. So that when you pay a great big price for a name, say $10,000, you pay $5,000 for ability and $5,000 for the publicity, and you get to build an audience on that. Then you could rely upon the publicity you got through the newspapers.

Contests Endorsed

There is the *Major Bowes' Amateur Hour*. They paid for a lot of publicity on that, but I think they would have gotten as much publicity anyway. The better the program, the less publicity you need; and the poorer the program, the less results you get from the publicity.

However, I want to point out one thing that may be interesting to you. I remember in 1930 we wanted to test the pulling power of the *Orphan Annie* program. We had had a certain result from the *Chicago Tribune* in western stations, and we made an offer to see what listening audience we had. We offered a photograph, or something of that sort, to see how many people were interested to the point of sending in for it.

Then we took the eastern half of the network, and after it had run a similar period of time, we got a result that was not anywhere near as good as the western part of the program. We segregated it and tested it. I forgot to say that we put on a contest in the western section while doing this. We ran an offer in the east a comparable length of time and got a very miserable result. I said, "Let's try this contest and see what happens."

So we ran the contest and then we made an offer a little while after that, and the returns from the East came up with the returns from the West; and from that we developed a technique of using coupons or using contests and schemes and deals to build audience.

Unless you have a big-name program, you can build more audience with $625 worth of Elgin watches than you can build with $50,000 worth of newspaper publicity, by actual count. The original purpose of a contest is to build an audience for your program, together with a small number of what we call thirty-second plugs on the air; that is, featuring the contest to get people to listen to our show.

But contests were originally conceived for the purpose of building an audience. They have gone beyond that today, but that is the original conception.

WHILE THEY BUY

Salt Lake Department Store Sells by Radio

BROADCASTS direct from the various departments of Auerbach Co., Salt Lake City department store, are being made five times daily on KDYL. Beginning at 8:30 a. m., Dave Simmons, KDYL announcer, interviews customers and sales people for three minutes at hourly intervals. Remote outlets are provided in each of the store's departments and during special sales *Roving Reporter* programs are given.

The broadcasts are planned 10 days in advance with the store's advertising department and radio promotion is coordinated with newspaper and mailing piece advertising. A check on sales after the mention of some particular item over the air indicates the value of radio in increasing purchases.

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

TELEPHONE WIRES CAN TAKE IT

• In the early days of program relays, ordinary telephone wires, developed for transmission of speech, couldn't "take" the wide range of broadcast sound. The Bell System, alert to improve transmission facilities, attacked the problem from many angles. Thousands of dollars in research and millions in equipment have resulted in modern techniques and facilities for use in the radio industry. Telephone engineers are constantly co-operating with radio men to improve the transmission of sound by radio. Today, the wires can take it!

Merchandising & Promotion

Selling Radio Sets—Charging for Service—Movies Of Buck—Saturday Morning—Candy and Girls

WHOLESALE RADIO SERVICE Co. Inc., New York, distributor of receiving sets and equipment for RCA, has started a series of 26 *RCA Service Meetings on the Air*, broadcast each Friday on WNEW, New York. Series is designed primarily for radio service engineers and deals with such topics as "antenna systems", "oscillator - detector circuits" and "audio systems", presented by RCA engineers, but for the benefit of listening laymen each lecture emphasizes the need for technical knowledge, special equipment and practical experience in making radio repairs. Prizes are offered for the best letters on the topic of the week received from service men, with an RCA test instrument as the first prize each week. The programs are recorded and if the test in New York is satisfactory they may be used in other cities. Reiss Adv. Inc. is the agency.

* * *

THE merchandising department of WMT, Cedar Rapids, Ia., under the direction of Leo F. Cole, has completed a spring merchandising bulletin to be sent to 500 grocers and druggists in the territory of WMT. Bulletin points out reasons why radio is such a powerful advertising medium. Listings of the various advertisers, titles of their programs and the time each program is heard are also included.

* * *

A PROGRAM to be broadcast once a week from the Rainbow Room atop Rockefeller Center is being offered to advertisers by NBC's commercial program department, which has recently issued a four-page folder describing the idea. A quality cabaret show, typical of the smart night-club setting, will be broadcast directly from the Rainbow Room, preferably on Sunday afternoons, with an audience of the sponsor's salesmen who have won the trip to New York and the visit to the Rainbow Room through a sales contest which is part of the program merchandising plan.

* * *

WDRC, Hartford, has inaugurated a new merchandising service which it is offering its clients at a flat rate of $12.50 per week for the first 13 weeks and $10 per week thereafter. It will cover all dealers within its 2 millivolt area with letters, display cards, window displays, etc., as part of this service which it says is priced on a non-profit basis "in a sincere effort to make the sponsor's radio advertising dollar pay bigger returns."

* * *

WNOX, Knoxville, has placed trailers announcing its feature programs in five local theatres. WNOX recently conducted a direct wire broadcast to 8,000 listeners in Williams Park, St. Petersburg, Fla., to promote its station and invite tourists to visit Knoxville as guests of the local Chamber of Commerce.

* * *

COMMUNITY advertising by opticians and dentists is being featured on WNAC, WEEI and WAAB, Boston, with newspaper tieins featuring good will and community spirit copy. Commonwealth Adv. Agency, Boston, is handling the accounts.

GENERAL FOODS Corp., New York (Grape Nut Flakes), is using a Buck Jones serial program, 15-minute transcriptions broadcast three times weekly on 12 stations in a 13-week campaign. A Buck Jones Club, with carton-tops exchangeable for membership and for a variety of premiums, tie-ups with local showings of Buck Jones movies, and other merchandising is being used in connection with the series, which is placed through Young & Rubicam Inc., New York. The programs are broadcast on WFEA, WLEU, WHP, WSOC, WMBD, KGA, WMAS, WBNS, WOOD, WDAY, WACO, KFAB.

* * *

TO MAKE it easier for listeners to vote for the tunes they want played in the "Favorite Five" medley included in each of Guy Lombardo's Sunday broadcasts on CBS, his sponsor, General Baking Co., New York, is placing voting cards in the more than 150,000 food stores in which Bond Bread is sold. The cards may be filled out and left at the store, where they will be collected by the Bond Bread salesmen and delivered to Guy Lombardo, who will select his medley numbers on the basis of the votes on each week's cards.

* * *

DREIKORN BAKERIES, Springfield, Mass., is using a Saturday morning children's program, broadcast on WSPR from a local theatre. Admission charge is a bread wrapper, which also is the basis of talent voting. A different town in the market is saluted each week and auditions are held with the cooperation of local grocers.

* * *

WOAI, San Antonio, recently gave a luncheon for local advertising agency executives and invited each agency to present its conception of a half-hour evening program to promote advertising. Patterned after the series of WGAR, Cleveland, a publicity campaign of newspaper stories and mailing pieces will precede the broadcasts.

* * *

KELLOGG Co., Battle Creek, Mich., sponsored *Gene & Glenn* comedy team of WHO, Des Moines, at the Kansas City annual food show March 20.

ST. CHRISTOPHER'S Inn, Graymoor, N. Y. (Catholic institution for the rehabilitation of homeless men, has had seals, printed in four colors and bearing the message "Listen to *Ave Maria Radio Hour*, Sundays, WMCA - WIP," bound into books which are offered free to listeners to the weekly series of half-hour dramatizations of the lives of the saints. This same organization presented a special eight-day series of half-hour morning programs of the Passion Play, broadcast from Palm Sunday through to Easter on the Intercity Network and on more than 100 other stations by electrical transcriptions. Listeners were offered 38-page booklets containing the complete scripts of the series with pictures of the cast, so that they might follow the story as they listened.

* * *

THE *Carefree Carnival*, NBC-Pacific Red network program sponsored by Signal Oil Co. of California, broke attendance records during a benefit performance recently at the Oakland Auditorium for the Dad's Club of that city. More than 5,000 paid 50 cents to see the *Carnival* cast and the entire proceeds were turned over to the fund of the under-privileged children.

* * *

WTAQ-WHBY, Green Bay, Wisc., have started a program titled *The Woman's Side of the News*, featuring Marion Martin, home economist. Housewives are asked to send in recipes and the recipe read over the air wins groceries. The program is featured in *Radio Beacon*, a weekly publication of logs and programs begun when local papers refused to print listings.

* * *

KWKH, Shreveport, La., in its house organ *On the Level*, ran a panel of six quite candid photos of Jack Latham, Young & Rubicam time buyer, as he listened and liked an audition of the KWKH Shelton Brother act. The act was optioned on a 20-week basis for Gulf Refining Co. and its new product, Gulf Spray.

* * *

ON KRRV, Sherman, Tex., Asburns Ice Cream and Dairy Products Co., broadcasting four quarter-hours a week, gives free ice cream to listeners guessing the names of five unannounced tunes.

* * *

WMAZ, Macon, Ga., has issued a brochure in colors describing merchandising and market data, photographs of the staff and other station information.

HOSPITALITY HOUSE—KLZ, Denver, seats 125 in Gas Hospitality House, model kitchen for the local gas company. Wesley Battersea (left) is at the mixing bowl and also is m. c. "Aunt" Vera Ault is seated at microphone, at her left Bob Bradley, singer, is drinking milk and Les Weelans, who is dehydrating some dishes, is pianist.

Spots for Hats

SEASON of the spring hats is bringing to local radio an unusual demand for spot time from women's shops and department stores to feature the newest creations designed for milady, according to reports reaching BROADCASTING from many stations. The demand started a few weeks before Easter Sunday but is still continuing as the spring season gets under way. Increased purchasing power is increasing the demand for this adornment, among other seasonal articles.

KFVD, Los Angeles, has a daily quarter-hour feature designed to bring buyer and seller together. Titled *Voice of Opportunity*, program is copyrighted and sponsored by Ethel Duncan, that city. It's a buy - and - sell anything program, similar to "Business Opportunity" columns of daily newspapers. For $1 dialers are invited to mail in detailed information on articles they wish to dispose of. Sponsor in turn passes on information during succeeding broadcasts. Names and addresses are withheld. All negotiations are handled through *Voice of Opportunity*. Approximately 400 letters are received weekly by the sponsor.

* * *

STILES & SONS, Stoneham, Mass., (Old Tom candy with rum flavor), has begun a New England campaign as a result of questionnaires sent to 200 jobbers which indicated that 70% favored radio as their choice of advertising media. Girls are distributing samples of the candy in the Boston area and telling of the radio programs on WAAB, Boston, WBZ-WBZA, Boston - Springfield, and WCHS, Portland, Maine. The campaign is being further supplemented by mailing pieces and postal cards featuring radio listings.

* * *

SALESMEN of Iowa Broadcasting System use a two-reel 16mm film to promote the *Day Dreamer* program of Orville Foster. The film shows gifts sent to Foster, stacks of mail, mail reports, newspaper and magazine clippings, and other data.

* * *

THE *Seattle Post - Intelligencer* Hearst newspaper, published a special edition in color March 21 promoting the facilities and personnel of KOMO and KJR, which have expended $223,000 on new studios and equipment.

* * *

AIR ELECTRIC Co., Kansas City (Win dynamos), received inquiries from 11 states after a recent spot campaign on KWTO, Springfield, Mo. District distributors have been established and a daily 15-minute series is planned.

* * *

"NOW 117 NBC Stations" says NBC's latest brochure, which lists the 30 additions since Jan. 1, 1937 (including four stations scheduled to join during the spring and summer).

* * *

A PHOTOGRAPH of Joe Bernard, hillbilly singer for Hamlin's Wizard Oil Co., Chicago, heard six days a week, on WBZ-WBZA, Boston-Springfield, is given listeners who send in an empty carton.

Big Summer Ahead; Spot Time Booms

Agencies See Excellent Business During Warm Months

(Continued from page 16)

able spots sold by all the better stations. Radio stations are improving their programs all the time and audiences, both dav and night, are becoming more constant. This assures advertisers of a ready made listening audience at all times where stations are doing a good job in this respect. We have had excellent results with spot announcements for our advertisers who have used them. In all cases there has been an immediate sales response. If costs of spot radio continue to be kept in the proper ratio to the audience reached we believe this type of radio advertising will continue to increase in volume."

KENNETH C. RING, George H. Hartman Co., Chicago — "We're using spot broadcasting for most of our clients especially with those of modest appropriations. In that we can assure our clients of getting the best station and the best available time in various cities. This is of the utmost importance to advertisers. We see considerable expansion in spot announcements with a trend towards picking up local live-talent programs rather than transcribed programs. We find we can get more results per dollar spent by using a program five or six days a week than by using an occasional broadcast." Accounts include Illinois Meat Co., five stations; Chocolate Products Co., 11 stations; Cadillac branch, two stations; Thomas J. Webb Coffee Co., one station; General Furniture Co.; Simoniz Co.; Neumode Hosiery Co.

HENRI, HURST & McDONALD Inc., Chicago — Current spots are Acme White Lead & Color Works, quarter-hour transcription weekly on 25 stations and John Morell & Co. on some 20 to 25 stations with participation programs.

J. S. MONROE, McCann-Erickson Inc., Chicago — "The distribution setup of clients of the Chicago office is such that we have to take spots in many cases. The spot broadcasting that we have used in the past has been very productive and we cannot see any decline in the effectiveness of spot broadcasting for the future. Spot broadcasting has a flexibility that is not available on chain programs. Furthermore, there is a much better possibility for tie-ins with individual dealers when local stations are used. That has been done frequently with excellent results. I believe there is a very definite place in the radio picture for individual stations. Their local following is considerable and always worth reaching with our sales message. I wish to make it clear that we are not denying the value of chain programs, for they have a very definite function to perform." Accounts include St. Louis Ford Dealers, 12 stations; Kansas City Ford dealers, 21 stations; National Biscuit Co., one station.

ON 401 STATIONS—C. P. Fisken, Chevrolet advertising manager, at right, signing contracts for the largest group of stations ever used by an advertiser. The campaign calls for a WBS transcribed *Musical Moments Revue*, two or three quarter-hour programs, a week with Rubinoff and a large number of other artists. At left is G. C. Packard, Campbell-Ewald radio executive, and Joe Neeve, Chevrolet account executive at Campbell-Ewald.

ROCKWOOD BULLARD, Charles A. Mason & Co., Detroit—"Our outlook is that our clients are not only using spots now, but will continue to do so in increasing quantity." The Mason agency is placing spot time for such smaller accounts as Beauty Counselors Inc. (cosmetics), E. B. Muller & Co., of Port Huron, Mich. (chicory), Seacut Inc. (hand cleaner), General Kitchens Inc. (soft drinks) and Auto City Brewing Co. The agency expects to be placing spots for more clients later in the spring.

IVAN FRANKEL, radio director, Simons-Michelson Co., Detroit—Sees the growth in spot volume as a natural one. He said: "There is a greater demand growing for radio time. An intelligent approach is to learn what radio spot campaigns can do—and they can be made to do a real selling job. There is more business around, and the total of spot advertising this spring should be greater than in any previous spring." Simons-Michelson, a good-sized user of radio time, is handling several accounts which are backing up their sales drives with spot campaigns.

J. J. HARTIGAN, space buyer of Campbell-Ewald Co. Inc., Detroit—Believes spot radio business this spring will continue to greater heights. As evidence of this trend he pointed to the new schedule for Chevrolet's *Musical Moments* series, which will be renewed April 4 over 401 stations—the largest group ever used by an advertiser. Said Mr. Hartigan: "I'd like to see the radio stations encourage spot copy. It fills a very necessary place in the radio picture." Campbell-Ewald is not placing any spot business at the present time except the Chevrolet series, which has gone on for about two years in a constantly enlarging group of stations.

C. C. WINNINGHAM, president, C. C. Winningham Inc., Detroit—Revealed that Drums Inc. (cleaner) would probably enlarge its present list of about 25 stations moderately in April and later in the spring. He said that the product is gradually being promoted over larger stations, where small ones had been used almost exclusively at first. Mr. Winningham views the spot announcement as serving two

NOTICE

WE HAVE PURCHASED

in the District Court of the United States for the Southern District of California

26 Episodes Each

"HOLLYWOOD CINDERELLA"

"McCOY - MENDLE AGENCY"

"TALES OF THE FOREIGN LEGION"

These Three Great Productions Will Be Priced For Quick Sale

wire or write

"TIME IS MONEY"

Radioaids INC.

REG. U. S. PAT. OFFICE

1585 Cross-Roads of the World
Hollywood, California

KFRU
COLUMBIA, MISSOURI

A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

RESULTS!

The "Yardstick" that never grows old.

•

It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!

WSOC Charlotte, N. C. an NBC Affiliate

Our Business Is Good, Too!

BUYING people sent Pittsburgh department stores sales up 32.7% in February—four weeks ending February 20th—over the same period in 1936.

WCAE is the choice of these same people.

BOOM sales—share in our good business!

Your message on WCAE will reach people who are buying!

WCAE

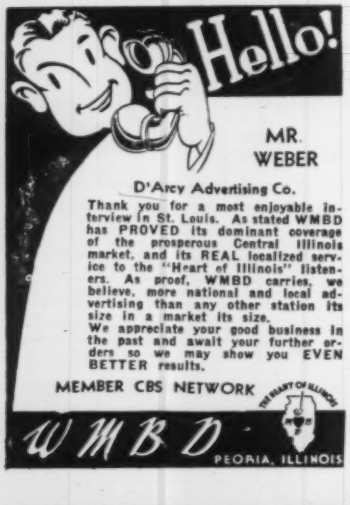
PITTSBURGH • BASIC NBC RED NETWORK

National Representatives - HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

purposes—to test a product, and simultaneously to build up its acceptance to the point where it can take program time over individual stations or a network. "The networks have grown to the point," he said, "where new advertisers or small ones must try out their products in spot announcements which do not involve a big investment."

P. C. BEATTY, time buyer, Maxon Inc., Detroit — Says Berry Bros., Detroit (paint), is continuing its spot series over approximately 50 stations into the spring selling season. A 13-week series was scheduled earlier this year. Maxon Inc. is not placing other spot copy at this time. Indicated that other spot business might be placed later.


Hello!
MR. WEBER
D'Arcy Advertising Co.
Thank you for a most enjoyable interview in St. Louis. As stated WMBD has PROVED its dominant coverage of the prosperous Central Illinois market, and its REAL localized service to the "Heart of Illinois" listeners. As proof, WMBD carries, we believe, more national and local advertising than any other station its size in a market its size.
We appreciate your good business in the past and await your further orders so we may show you EVEN BETTER results.
MEMBER CBS NETWORK
THE HEART OF ILLINOIS
WMBD
PEORIA, ILLINOIS

R. BENTON BRINDLEY, secretary - treasurer, Advertisers Guild, Detroit — Believes firmly in spot copy for agency's clients, many of whom are retailers. At present is using spot announcements on a local basis for Demery's and Gardner-White, Detroit firms; and over several stations for Fintex clothes, which merchandises through Ohio and Michigan. Two stations are being used for spots by a Saginaw firm, Morley's, which does wholesale and retail business through a large proportion of Michigan.

"I like spot announcements," said Mr. Brindley. "I think it's to the best interests of many of our clients to get into this phase of radio advertising."

The Detroit office of N. W. Ayer & Co. Inc., is releasing spot advertising in a large list of stations for the Ford Motor Co., and throughout Michigan for the Dearborn branch of the company. McCann-Erickson is also placing spot time for various sales branches of Ford. Detroit Creamery Co. is also using spot time through Ayer, over a half-dozen stations.

W. AUSTIN CAMPBELL, W. Austin Campbell Co., Los Angeles — Although there has been a slump in Southern California radio this past month due to Pacific Coast conditions, he believes there will be a general upturn for the late spring and summer and expects no difficulty. He pointed out that in comparison with the East, little national business originates on the Pacific Coast. Agency, which has signed 16 new radio accounts since Feb. 1, is planning a summer spot campaign for Coleman Lamp & Stove Co., (house appliances), using eight Pacific Coast stations.

NORMAN J. BOROUGHS, radio account executive, Lockwood-Shackelford Co., Los Angeles—Predicts a greater use of regional spot than ever before, and that 1937 placements will far exceed those of 1936. Believes that although there is not as much national business being placed from the Pacific Coast, many advertisers who have never before used radio are including that media in their budgets for summer campaigns. Mode O' Day Corp., large Pacific Coast manufacturers of dresses headquartered in Los Angeles, through Lockwood-Shackelford Co., is planning a special campaign for early April using one and five-minute announcements on more than 50 Pacific Coast stations.

R. L. RUST, president, Allied Advertising Agencies Inc., Los Angeles — "Radio experience gained over the last ten years has proved that a corporation operating a chain or group of retail stores can best reach consumers in each locality by localizing the sales message prepared for that specific market. Fourteen such accounts are handled by this office. Seventy-five percent of the advertising budgets of our 31 clients goes to radio for spot broadcasting and spot announcements."

RAYMOND R. MORGAN, president, Raymond R. Morgan Co., Hollywood—"Out here in California, radio reception is good the year around. We have no summer storms, consequently no summer static. Therefore, theoretically, there should be no spring and summer slump in broadcasting. And one of the phantom windmills at which we annually lance is the idea that summer broadcasting is not so good. It looks as though our summer billing will be off about 25% from its winter peak and that's about the dip we experience every summer. We handle no local accounts, which scramble for choice spots left open."

Mr. Morgan

GRACE GLASSER, radio director, Glasser Adv. Agency, Los Angeles — "We have found no summer bugaboo and more spot time than ever before will be used regionally." Strasska Laboratories Inc. (toothpaste), using considerable live talent, will increase its radio activity this summer, using spot on various western stations."

TOM D. SCHOLTS, radio director, Scholts Adv. Service, Los Angeles —"According to our experience, Pacific Coast advertisers whose advertising appropriations provide only limited budgets for radio, can accomplish maximum results for such limited funds through the use of transcribed and announcer-read 'spots'. A one-minute transcription that justifies its cost *must* be colorful and genuinely interesting. An example of what I mean is a series of about a hundred recorded episodes we broadcast over California stations a few months ago, in which we presented dramatized flash-backs to scenes of the 'good old days' of the 80's and 90's—starting each episode with the question 'Do you Remember—?' Each episode, of course, closed with a 'plug' for our client's product and tied it in with the scene just presented. These brief memory - ticklers aroused much comment from dealers and consumers —and brought very satisfying results to our client. My criticism of 'straight commercial verbiage' does not, however, apply to all cases. For example, in our handling of radio advertising for the Pacific Coast Division of A & P Food Stores, we have long used straight commercial copy on spot announcements, over many stations—but plugging week - end specials or other special sale events is far from 'colorless' copy to a housewife—in fact, it is 'hot news' to a sufficient number of women to make cold - blooded commercial copy of this nature bring gratifying results to a sponsor of this type of copy."

Mr. Scholts

Other Pacific Spots

S. A. Scherer Corp. (auto loans), covers California with branch offices. Spot announcements and time signals are used exclusively and the present appropriation will not decrease in summer. Mountain Copper Co. (fertilizer), is using spot broadcasts on five stations, principally San Joaquin Valley. No decrease is expected during summer months. Star Outfitting Co., San Francisco and Los Angeles credit clothiers, has consistently used spot broadcasting for the last five years, and the 1937 appropriation for radio is 33 1/3% greater than last year. The summer of 1937 and the fall, from all indications, will be a banner season for radio.

General Foods Corp., New York (Grape Nut Flakes), on March 8 through Young & Rubicam Inc., Hollywood, started a 39-episode western transcription serial, three times weekly on 12 Eastern and Midwest stations. Quarter hour serial, titled *Hoofbeats*, was transcribed by Recordings Inc., Hollywood, under supervision of Raymond R. Morgan Co. Station

AFFILIATED IN MANAGEMENT WITH WKY-OKLAHOMA CITY, KLZ-DENVER AND THE OKLAHOMA PUBLISHING CO.

KVOR
Colorado Springs
Affiliated with Colorado Springs Gazette and Telegraph
CBS
1000 WATTS FULL TIME
Representative — E. Katz Special Advertising Agency

"A Blind Spot" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania
You *MUST* Use
WFBG
Altoona • Pa.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

are WFEA, WLEU, WHP, WSOC, WMBD, KGA, WMAS, WBNS, WOOD, WDAY, WACO, KFAB.

Nestles' Milk Products Inc., San Francisco, to introduce its new Alpine Coffee to consumers, recently conducted an 11-weeks campaign using one minute daytime announcements on eight Pacific Coast stations. Leon Livingston Adv. Agency, San Francisco, has the account.

Union Pacific Railroad Co., Omaha (rail transport), on Jan. 31 started for 13 months on 7 NBC stations (KGO, KHQ, KHR, KGW, KOA, WOW, WMAQ), and WGN, once a month, on a scattered Sunday schedule, a quarter-hour transcription series, *Romance of Transportation*, recorded by Recordings Inc., Hollywood. Series is also used on more than 20 other stations nationally and is supplemented by spot announcements on 14 stations. Caples Co., Chicago, has the account.

Knox Co., Los Angeles (Cystex), through Dillon & Kirk, Kansas City agency, has placed the *Strollin' Tom* transcription series on 24 stations nationally. It was produced by Radio Transcription Co. of America, Hollywood.

Seven Up Bottling Co., San Diego (carbonated water), has placed the *Count of Monte Cristo* transcription serial on KFSD, San Diego; KXO, El Centro, and WIL, St. Louis.

Food Specialties Corp., Los Angeles (Seasonettes), through Hanff-Metzger of California Ltd., that city, is conducting a 13-week campaign on four California Radio System stations (KEHE, KMJ, KYA, KFBK), using a weekly quarter-hour transcription series.

Dodge Bros. Corp., Detroit (motor cars), early last month started a 13-week campaign on approximately 300 stations nationally, using a weekly quarter-hour transcription series, titled *Dodge Variety*. Ruthrauff & Ryan Inc., New York, is the agency.

Samaritan Treatment, Los Angeles, is planning its first transcription campaign, through Allied Advertising Agencies Inc., that city, with one minute dramatized commercials on stations in the southwestern states.

Mutual Citrus Products Co., Anaheim, Cal., late in April will start a transcription campaign, through Charles H. Mayne Co., Los Angeles agency, using five-minute dramatized commercials on several stations. Sponsor will use the programs to call attention to their Pectin, used in home preserving.

Ward Refrigerator Mfg. Co., Los Angeles, will also start a campaign this month, using five minute transcriptions on several stations.

Western Growers Protective Association, Los Angeles, in the interest of Iceberg Lettuce, through J. Walter Thompson Co., Los Angeles, on March 15 started for 13 weeks participation, three times weekly, in quarter-hour programs on WHN, WGN, KDKA, supplementing this with spot announcements on KRNT.

J. RAYMOND MINITER, radio director, Ingalls-Advertising, Boston—"We realize the effectiveness of this type of radio promotion. The flexibility of spot announcements is one of the features which often recommends them to us. They allow a definite amount of sales promotion in certain territories and afford at the same time an opportunity of holding down expenditures in that territory strictly in proportion to the potential results hoped for. Locally, spot business is tops. We anticipate, too, a substantial increase this summer—not only in this type of broadcast, but also in regular talent programs. The old legend of 'no business, hence no promotion, in the summer' has been pretty well exploded. Buying habits and business conditions have changed so substantially in the past few years that manufacturers realize the summer season offers a worthwhile sales potential, if promoted in the proper manner." Among Ingalls' spot clients are Friend Brothers, LaTouraine Coffee Co., Dutchland Farms, Old Trusty Dog Food Co., Leopold Morse Co., and Glendale Coal Co.

Mr. Miniter

JAMES F. FAY, station representative, Boston — "Listening habits in different parts of the country vary greatly. For instance in New England, I do not recommend always the same time for a radio program for Boston listeners as I would for Vermont. And here you have one of the greatest advantages of spot broadcasting. The advertiser can reach his audience at the time he considers best for that particular group and he can choose the station he prefers. We all know that much valuable territory is not covered by a network group, and here spot broadcasting scores again. Also to be considered is the 'overlap of circulation' which properly timed spot broadcasts often give. Summer prospects for radio are particularly bright in New England this year and 'summer slump' is gradually being forgotten. Many products lend themselves to summer advertising and what could be more suitable than radio—when the public can now get the same fine reception while traveling as at home."

JOHN W. QUEEN, president, John W. Queen Adv. & Merchandising, Boston — "Spot radio advertising has always been good for my accounts. We have not been off the air a night in the last seven consecutive years and were one of the very first to realize the advantages of spot advertising. We have had good results from spot business and with the exception of seasonal accounts, like medicine, all our accounts stay on the air for 52 solid weeks. Carleton & Hovey Co., Lowell, Mass., (Father John's Medicine), Johnson Educator Food Co., Cambridge, Mass., (Educator Crax), Plymouth Rock Gelatine, Merrimac Mills, and Parker Brothers (games), are a few who are sold on spot advertising, using stations from coast-to-coast, and building up their appropriations for more spot advertising. Educator Crax has been using spots for over three years, not missing a day, including Sundays and holidays. We are completely sold on spots. Spot has been very successful with us. There is no questionable doubt that spot business is better this year than last year, and general improvement in business everywhere has boosted interest in spot business."

KARL M. FROST, president, Harry M. Frost Co. Inc., Boston — "Spot advertising all depends on programs lending themselves readily to spot announcements. Only well-known products should be adaptable for spot broadcasting, so that the product may be kept before the public continuously. I wouldn't suggest spot announcements for a new product. This needs a complete promotional outlook, first by

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives

PREFERRED
By 11 Newspapers

Newspapers are shrewd publicity purchasers. WGES enjoys the business and confidence of eleven newspapers and publications. It's logical to assume that the radio station preferred by these organizations is also preferred by the listeners. FIRST with local accounts in Chicago!

WGES
"In the Heart of Chicago"

Where Business Is Good
IN GREENSBORO, N.C.

WHERE BUSINESS IS GOOD

A Thousand Watts For A Million People!

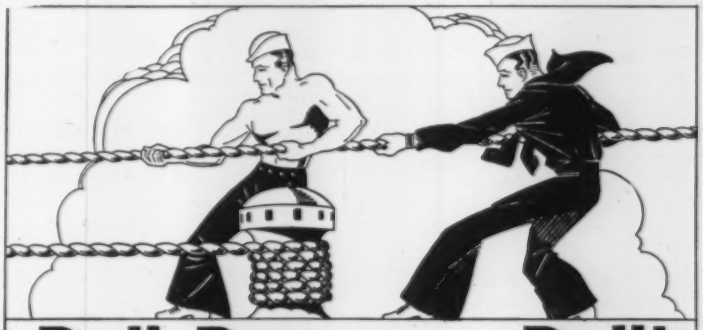
In this rich and populous area, WBIG is making new friends day by day, because of the high standard of program service rendered Piedmont North Carolina.

Your sales message . . . to one of the south's greatest markets . . . could find no better medium than WBIG, the favorite station in the favored region.

Of course we are a member of the Columbia Broadcasting System!

WRITE FOR FACTS AND DATA ABOUT WBIG!

Edney Ridge, Director



Pull, Program, Pull!

WBAL is now offering for sale (*for the first time*) a program which has been pulling, week after week, anywhere from 750 to more than 1000 letters per broadcast! Except for fine entertainment, there is nothing given away to listeners to make them write in.

A letter will bring full details. Its price is amazingly low.

WBAL
Maryland's Only Clear Channel High Power Station
BALTIMORE, MARYLAND
National Representative: HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

WHOSE BABY ARE YOU, SIR?

Do you "belong" to a station hundreds of miles from your livingroom? Well, neither do the people in the Louisville trading area. They listen to a *local* station—and more often than not, that means WAVE. Because WAVE carries the best features of *both* the Red and the Blue Networks, yet is still Louisville's true hometown station. . . . . Why don't you write for the statistics?

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

newspapers and cards and then radio, but not radio first. First, establish the product, and then take spot announcing to push it and keep it before the consumer. Business this year is much better than last year and steadily gaining for appreciable profits. In fact, 46% better with this firm. Summer prospects look bright, although some of our steady accounts will not continue, since they are seasonal products." Spot accounts include: George E. Warren Co. Inc., Boston (Cleercoal), four stations; General Electric Co., Boston (New England Division), four stations; Chevrolet Motor Co., Boston (New England Division), four stations; Dagget Chocolate Co., Cambridge, Mass. (Page & Shaw candy), three stations; Cold Spring Brewing Co., Boston, one station; Durkee-Mower Inc., Lynn, Mass. (Marshmallow Fluff, etc.), four stations; Jordan Marsh Co., Boston (department store), four stations; Howard D. Johnson Co., Quincy, Mass. (ice cream), one station; Metropolitan Coal Co., Boston, one station.

ELMER J. HUBER Jr., Huber & Creeden, Boston—"We have a substantial business during the summer, with all of our accounts satisfied with radio results. 1937 looks big. Buying habits and business conditions change so that the slump so many manufacturers expect in business is not so marked as formerly, and spot business is good the year round. Spot advertising should show better than 20% increase this year over last. Advertisers show more interest in spot than ever before." Accounts include Friend Brothers (bakers), four stations; LaTouraine Coffee Co., six stations; I. J. Fox (furriers), five stations; Estabrook & Eaton (cigars), four stations; Joseph Brek & Son (seeds), one station.

AARON S. BLOOM, Kasper-Gordon Studios Inc., Boston—"Current spring radio programs are on the uptrend and regional spot business also shows a marked increase. Spring and summer prospects are better in 1937 than in any previous year. Advertisers with small budgets are turning to transcriptions of syndicated nature, spotting the shows, and finding radio advertising resultful. Consequently it is a simple matter to get them to increase their territory and number of stations, and their budgets as well. Serial stories for adults and juveniles, variety shows with comedy, and educational programs with unusual twists seem to command the spotlight at the moment. The swing is away from murder mysteries."

JAMES E. MURLEY, president-treasurer, Broadcast Advertising Inc., Boston—"We strongly recommend use of spot radio advertising. Network is better for the national advertiser. Where certain sections are needed for a build-up, spot business will do it effectively and economically. Clients who were originally sold spots have stuck to them like glue. Spots are excellent for tests, and to reinforce network shows. Basic plan for a national advertiser should be to use the networks, followed by spots. Advertisers are not going to spend money unless they can more than sense actual business recovery. And they are running to radio to tell the public. Spring business is appreciably greater than 1936. Our accounts, through winter and spring, have not shown any desire to end their spot campaigns during the summer which is contrary to the practice of the last four or five years." Spot users include Colt Shoe Co., Boston, six stations; R. G. Sullivan Co., Manchester, N. H. (7-20-4 Cigars), seven stations; uses an agency-sponsored period on the New England CBS regional network *Marjorie Mills Hour*, with 10 accounts participating.

GEORGE J. M. RISEMAN and W. CORT TREAT, Commonwealth Adv. Agency, Boston—"Local advertisers can usually look to radio as a successful medium to successful advertising. This agency has tested its returns through all its clients and has found that a dollar intelligently spent on local radio stations brings back many brother dollars. Most of our clients expect to continue their summer radio campaigns, but we imagine the appropriations will be reduced until the fall months. Audience interest is smaller quantitatively and qualitatively during the summer, but the advertiser who has made good representation on the air should keep in contact with the public, and that's where spot radio advertising shines. Because business recovery is definitely forging ahead; advertising appropriations are increasing almost everywhere. We are inclined to believe that local advertisers will increase as business recovery is increased." Accounts include: Community Dentists and Community Opticians, Boston (largest users of radio time in New England), five stations; Stiles & Son, Stoneham, Mass. (Old Tom Rum-flavored candy), three stations; Lithuanian Association of Labor, Boston, one station.

MARY C. LYONS, in charge of radio, Doremus & Co., Boston—"While we are young in spot advertising, and have been quite successful with our accounts, we are much more radio-minded than ever and plans are underway to push our radio activity with spots—definitely. In fact, that is the only type of radio we are currently handling. One very good example of spot business worth is the several spots bought by the New England Telephone Co. during Christmas and New Year's Day. Such was the response that we were forced to cut short the announcements. The telephone company could not handle the excessive volume of business as a result of the spot advertising. This advertising was in regard to snow train excursions and reduced fare rates. Boston & Maine Railroad, one of the biggest users of spots in this territory, has had considerable success with its reduced fare rates advertised on six stations. Boston can't afford big name talent, hence spot advertising is the alternative. We've had very good success with it and wouldn't do without it."

FRANCIS T. BALDWIN, in charge of radio, BBDO, Boston—"For advertisers in certain areas, to test a product or for special efforts on a campaign, spot advertising is advantageous. In relation to news and other media, spot advertising on the radio has its place. No one medium is better than the other. Advertisers in general are leaning more and more toward spot business, however, and realize that if done correctly, spot advertising can be excellent in results. This year's percentage of spot business is bigger than ever, though it is too early to ascertain summer conditions." Spot users include: H. P. Hood & Sons, Boston (dairy experts), two stations; Pepperell Fabrics, Biddeford, Me., two stations.

HAROLD CABOT, president, Harold Cabot & Co. Inc., Boston—"The increasing appreciation of the value of spot broadcasting is already bringing about greater competition which in turn will necessitate better preparation on the part of the advertiser and the agency in the presentation of the message. It is obvious that spot broadcasting is an economical and valuable form of advertising in which if it is to continue to be effective new and more interesting sales copy must be developed. Spot advertising is recommended by this advertising agency as part of advertising programs to build consumer acceptance rather than consumer demand."

KWTO KGBX KCMO WTMV

YOU'RE ON THE RIGHT TRACK *IN MISSOURI*
when you use the
Missouri Triangle
for Complete Coverage
at ONE LOW RATE!

KWTO-KGBX KCMO WTMV
SPRINGFIELD · NBC KANSAS CITY, MO E. ST. LOUIS

RADIO STATION WFLA
STUDIOS TAMPA • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

MIDWEST SERIES OF FORD DEALERS

FORD DEALERS in St. Louis and Kansas City are currently using 100-word announcements on 12 and 21 stations respectively. The campaign began on March 17 and will end about April 17. The following stations are being used by the St. Louis Ford branch: KMOX, KWK, KSD, WIL, WTMV, KFRU, WJBL, WEBQ, WTAD, WCBS, WTAX and KFVS. The Kansas City branch is using the following stations: WREN, WIBW, KANS, KFM, KXBY, KCMO, KMBC, WDAF, WHB, KFEQ, KGBZ, KGBX, KWTO, WMBH, KUOA, KFBI, KGGF, KGNO, KWBG, KCKN, KVGB and KIUL.

In line with Ford's policy that spot users should not take advantage of choice spots between commercial network programs, the McCann-Erickson Agency, Chicago, has the following notation on each transcription: "Under no circumstances must these announcements come between or at the end of sponsored programs." A representative of McCann-Erickson Inc. said that although they wouldn't be getting the best spots obtainable still the stations have appreciated the Ford attitude and in a good many cases the stations have gone out of their way to give the Ford spots a good position.

Unique Mutual Campaign

LOVELY LADY Inc., Chicago (face powder), will start a half-hour program over the Mutual network April 25. The series, to be valled *Your Parlor Playhouse* will originate at WGN, Chicago, and will be heard over WGAR, Cleveland, and other Mutual outlets where time can be cleared from 8:45-9:15 p. m. (CDST). The advertiser is now trying to clear time on the Mutual outlets in Philadelphia, Pittsburgh, St. Louis, Cincinnati and Buffalo.

Program marks the cosmetic company's first attempt at radio advertising. The show will be built along the pattern of entertainment seen at a motion picture theatre and will consist of a feature, stage show, comedy and cartoon newsreel. Twenty-six people will be in the cast, which will include Norman Ross as m.c., Lester Tremayne, leading man, Rowena Williams, featured soloist, a quartet called *The Lovely Lady Serenaders*, and an orchestra under the direction of Robert Trendle. Kirtland-Engel Co., Chicago, handles the account.

CUDAHY PACKING Co., Chicago, is introducing their new processed Eveready Ham by using one-minute dramatized announcements featuring two announcers. Test campaign is now being conducted in WOW, Omaha, and KOIL, Council Bluffs, Iowa, and if successful will be expended to other markets. Roche, Williams & Cunnyngham, Chicago, is the agency.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES · SEATTLE · SAN FRANCISCO

British Television

COOPERATING with the British Broadcasting Corp. and the Radio Manufacturers Association of Great Britain, the Science Museum of South Kensington, London, beginning in June, will hold a three-month's exhibition devoted to the history and modern development of television. The public will be shown what television is, how it works, what is now being done and what may be expected. The object is to persuade the public that buying a television set today, with daily service already on the air in London, is a good investment.

France Plans Television; May Use Eiffel Tower

ALTHOUGH it is reported that plans are under way to dismantle the historic Eiffel Tower of Paris, news dispatches from the French capital late in March announced that the French Ministry of Posts, Telegraphs and Telephones has purchased a 30,000-watt television transmitter whose antenna will be installed atop the Tower, 1,100 feet above the ground, and from which commercial television broadcasts will be carried during the forthcoming Paris Exposition.

The equipment was ordered from Le Materiel Telephonique of Paris, an affiliate of the I. T. & T. Co., and the order specifies that the station must be ready with low power by next July 1 and with full power by autumn. It is expected to be one of the attractions of the French world's fair, and may introduce television service publicly in that country. The French Ministry operates its own broadcasting stations but also licenses some private stations to operate commercially.

Household Switch

HOUSEHOLD FINANCE Corp., Chicago (personal loans), ended the *Welcome Valley* series it has been broadcasting on NBC-Blue on Tuesdays for the past two years on March 30 and on April 6 will start *It Can Be Done* on the same network at the same time. Edgar A. Guest, who was starred on the former series, will again be the headliner. The Chicago office of BBDO handles the account.

CHOPIN, an hour-long radio musical drama depicting the life of the great composer, will have its sixth NBC broadcast on April 2, one of the few programs ever to be broadcast more than once.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

TO THE BABY
WISN Series Direct From Maternity Ward

ONE OF THE unique programs broadcast over WISN, Milwaukee, is *His Majesty the Baby*, which has entered its 15th week. This program is unusual since it not only goes on the air unrehearsed, but is broadcast direct from the maternity floor of a leading Milwaukee hospital.

The program features interviews with some of the city's newest mothers with ad-lib sound effects supplied by the city's newest citizens. The major part of the interviews are questions concerning the new arrivals, plans for their future, their names, nicknames and characteristics.

ITALY's new shortwave center will include the two transmitters of 2RO increased in power from 25 to 40 kw and the construction of two 100 kw transmitters as well as a 50 kw reserve transmitter.

All in the Family

IT'S A family gathering every time KECA, Los Angeles, produces *The Short-Story Playhouse*, weekly dramatic series sponsored by Silverwoods (men's furnishings). John Hiestand is the announcer, his brother Robert, the sound effect engineer, his brother-in-law, Glan Heisch, producer, and his wife, the former Jeane Wood, writes the continuity.

Spring Promotion

THE "Greatest Forum in the World", portraying radio as the modern equivalent of the open forums of the ancient world; "The Fable of the Singing Mouse and the Cherry-Colored Cat", proving that radio showmanship is just as great, and just as effective, as that displayed by Phineas T. Barnum; and "Remember the NBC Early Bird?", announcing that NBC advertisers increased their investment in weekday daytime hours from $5,452,890 in 1935 to $7,695,482 in 1936, an increase of 41%; —these three brochures totally different, equally effective, were issued by NBC the last week in March, proving that sales promotion literature as well as poetry is apt to bloom in the spring.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
●
The Only Blanket Radio Coverage of Prosperous Western North Carolina
"The Quality Market of The Southeast"

RESULTS COUNT!!

● KYA increased its number of local accounts over 65% in 1936, and 1937 thus far shows an increase over 1936.

● KYA has definitely shown local and National spot advertisers profit from its use.

● KYA, about May 1, increases its power to 5kw., with new vertical radiator and new, modern RCA transmitter and equipment throughout.

Now, more than ever, KYA is the best investment for an advertiser.

HAVE WE YOUR CONTRACT!!!

KYA

The Voice of The San Francisco Examiner

A MEMBER OF THE CALIFORNIA RADIO SYSTEM

National Representative: HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Horlick Prize Contest Includes 50,000 Prizes

OVER 50,000 prizes totaling $33,894 in value are being offered by the Horlick Malted Milk Corp., Racine, Wis., in a contest which began Monday March 29 in conjunction with their *Lum & Abner* program on the NBC blue network.

The contest, which will continue through April 25, will be on suggested names for Lum and Abner's new private railroad car lunchroom. All entries are to be accompanied by a label from a fifty-cent or larger size package of Horlick's Malted Milk—either the powder or tablet form.

The first prize will be a Nash Sedan. Other prizes include RCA Victor radios, Allegheny metal cooking sets, Hamilton Beach electric mixers, Schick electric razors, Eberhard-Faber pen and pencil sets, ladies' Hartmann Skyrobe traveling cases, and special Lum and Abner drink mixers.

LIBBY, McNEIL & LIBBY, Chicago (evaporated milk) will begin a series of one-minute live Polish announcements April 5 over WJBK, Detroit. A total of 92 announcements will be made on a staggered schedule. Deal was set by J. Walter Thompson, Chicago, agency handling the account and Roesler & Howard, Inc., Chicago, foreign language station representatives.

COMPTON ADV. Inc., New York agency, is planning to open a Chicago branch at 221 N. LaSalle St. to service radio accounts. Felix Dyckhoff will be manager of the office.

Women's Group Announces Awards; Ford, Vallee, Boake Carter Honored

ANNUAL awards of the Women's National Radio Committee were announced March 31 at a luncheon held at the St. Regis, New York, attended by prominent radio personalities, including President William S. Paley, of CBS, Alfred McCosker, chairman of the board of Mutual and WOR. President Lenox Lohr of NBC was out of the city.

Awards were as follows:

SERIOUS MUSIC—Ford Motor Co., *Sunday Evening Hour* on CBS (N. W. Ayer & Son Inc.).

VARIETY — Standard Brands Inc. (Royal Gelatine), *Rudy Vallee* on NBC-Red. (J. Walter Thompson Co.).

NEWS—Philco Radio & Television Corp., *Boake Carter* on CBS (Hutchins Adv. Co.).

ADULT EDUCATION—*University of Chicago Roundtable* on NBC-Red.

CHILDREN'S PROGRAM—Dorothy Gordon's *Children's Corner* on CBS.

DRAMATIC AWARD—Lever Bros. Co., Lux Radio Theatre (Ruthrauff & Ryan Inc.).

Awards were made under the direction of Mrs. William H. Corwith, chairman of the WNRC award committee and national radio chairman of the American Legion Auxiliary. NBC-Red and Blue, CBS and MBS broadcast announcements of the awards 1:30-2 p. m. March 31.

Speakers at the luncheon included Madam Yolana Mero-Irion, chairman of the WNRC, who discussed the attitude of the public toward radio developments. Dr. Walter Damrosch, noted NBC symphony conducter, was guest of honor.

Kool Plans Derby

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool and Raleigh cigarettes) has added 6 stations (WAVE, WREC, WRVA, WSB, WSM, WWL) to the 20 already carrying the transcribed *Jack Pearl* programs, which are cut by RCA Mfg. Co. during this program's NBC broadcasts. Account is handled by BBDO, N. Y., which is still silent on the Brown & Williamson sponsorship of this year's Kentucky Derby broadcasts, although it is expected that an announcement will be made as soon as the details have all been ironed out, probably within the week.

Music League on WOR

THE National Music League makes its first entry into radio April 8 when it starts a series of 13 weekly broadcasts by internationally recognized artists on WOR, Newark. To be titled *Music and You*, the series will be broadcast on Thursdays, 8 to 8:30 p. m., and is designed to stimulate via radio new and wider interest in fine music. Mrs. Harold Vincent Milligan, chairman of the newly-formed Radio Committee of the League, made the arrangements.

Sterling's New Series

STERLING PRODUCTS Inc., New York (Phillips milk of magnesia) on April 26 will start a new program titled *Lorenzo Jones* on the basic NBC-Red network, Mondays through Fridays, 4-4:15 p. m. The program will consist of a serialized drama. Blackett-Sample-Hummert Inc., Chicago, has the account.

KATE SMITH on April 1 was given the annual award for outstanding radio achievement by the Women's National Exposition of Arts & industries on her A & P *Bandwagon* program on CBS.

Rickenbacher Changes

Mr. Rickenbacher

PAUL RICKENBACHER, assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president in Hollywood, resigned that post March 29 to become assistant to Danny Danker, vice-president of J. Walter Thompson Co. in that city and takes over his new duties April 5. Rickenbacher joined CBS four years ago. A pioneer in western radio, Rickenbacher headed the production department of KHJ, Los Angeles, before joining CBS. He succeeds Cal Swanson who returns to the New York office.

Pontiac Essay Contest

PONTIAC MOTOR Co., Pontiac, Mich., has started a two-month contest on its CBS *News Through a Woman's Eyes* in which listeners are invited to submit 100-word essays on "Why I think the 1937 Pontiac is America's finest low-priced car." Prizes include five Pontiacs and 90 cash prizes. Entries must have the endorsement of dealers that the entrant rode in a Pontiac. MacManus, John & Adams Inc., Detroit, places the account.

Woodbury Contest

WOODBURY Inc., Cincinnati (Woodbury's soap) on April 12 will start a ten-week contest on its NBC-Red *Follow the Moon* series, giving 50 Longine diamond wrist watches a week to listeners for completing the sentence "I like Woodbury's soap for my skin because . . ." Among other prizes will be 50 watches to dealers from whom winners bought their soap. Three wrappers are required with each entry. Lennen & Mitchell Inc., New York, has the account.

For Graduation Time

ELGIN NATIONAL WATCH Co., Chicago (watches), is currently using 30-word chain-breaks seven times weekly in a 12-week series which began March 22 over WGAR, Cleveland. Campaign is aimed to promote the sale of watches for graduation gifts. Elgin had a network show on last spring but only spot announcements will be used for sale of watches for June graduation this year. A network campaign, however, may go on this winter which will be concluded in January at the mid-term graduations. J. Walter Thompson, Chicago, handles the account.

WSM's College Studios

WSM, Nashville, has installed studios on the campus of the university of Tennessee, Nashville, 200 miles away from the station's headquarters. A series of three programs weekly already has been arranged, featuring extension school work. The programs are designed for rural areas of Tennessee, Kentucky, Northern Georgia and Alabama. The broadcasts have been set for Monday and Wednesday afternoons at 5:30 and Saturday morning at 9 o'clock, with the afternoon programs designed for men in the rural areas and the Saturday feature directed primarily toward women.

FIRST! in Foreign Language Programs in the United States

Special Citation for Foreign Language Station
1936 AWARD to
Station WBNX
New York City

CITATION Awarded by Variety to WBNX

VARIETY

NEW YORK CITY

1. WHN
2. WMCA
3. WNEW / WBNX / WOR
4. WOR
5. WEVD / WNYC
6. WINS
7. WLWL
8. WOV / WFAB

Paradoxically New York with its reputation as the nation's

THIRD in New York City Showmanship!

The first and only foreign language station to emerge in the field of showmanship formerly held by English speaking stations!

Our Market Brochure Will Show You Why WBNX ranks tops!

WBNX NEW YORK

National Foreign Language Representative
ROESLER and HOWARD — New York — Chicago

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast the Kentucky Derby!

The Daily Habit of Over One Half Million People

WTAQ

GREEN BAY • WISCONSIN

Joins The

Columbia Broadcasting System

April 15, 1937

◆

WITH this progressive step WTAQ offers its listeners and its advertisers a most complete program service in an area which heretofore has not enjoyed coverage from any network station.

You need WTAQ, if your message is to go into the homes of Northeastern Wisconsin and Upper Michigan. And, remember, the income of this territory, both rural and urban, is the highest in Wisconsin outside of Milwaukee.

Studios in Green Bay, Appleton and Oshkosh.

Write, wire or phone for complete data.

1000 Watts
1330 Kc.

WTAQ *GREEN BAY WISCONSIN*

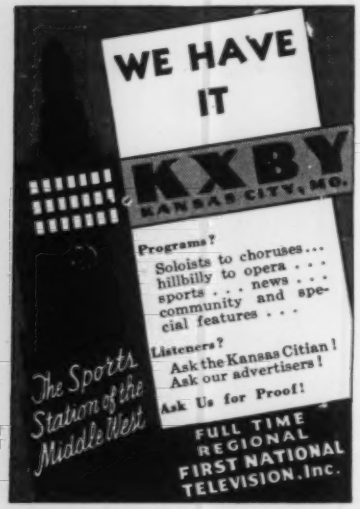
JAMES A. WAGNER, ***Managing Director***

National Representatives: **SMALL and BREWER**
250 Park Avenue, NEW YORK • 307 North Michigan Ave., CHICAGO

RMA June Convention

RADIO Manufacturers Association will hold its 30th annual convention in Chicago June 8-9, final arrangements for which will be made at a meeting of the RMA board in Hot Springs, Va., April 16. The board also has before it consideration of a pending trade practice code for set manufacturers in negotiation before the Federal Trade Commission. The president is Leslie F. Muter.

ROY COLLINS, page boy at WOR, Newark, has written a swing tune, "That Man Is Here Again", which has been featured by Nat Brusiloff, Leo Freudberg, Chick Webb and Cab Calloway.


WE HAVE IT
KXBY
KANSAS CITY, MO.
Programs?
Soloists to choruses... hillbilly to opera... sports... news... community and special features...
Listeners?
Ask the Kansas Citian!
Ask our advertisers!
Ask Us for Proof!
The Sports Station of the Middle West
FULL TIME REGIONAL FIRST NATIONAL TELEVISION, Inc.

Hicks Covering Eclipse

GEORGE HICKS, NBC special events announcer, and Walter R. Brown and Marvin S. Adams, field engineers, will represent the network on the National Geographic Society-U. S. Navy Eclipse Expedition to Enderbury Island, a tiny, uninhabited spot in the midst of the Pacific Ocean. From this coral-reefed dot of sand, 5,000 miles southwest of San Francisco, the voice of Hicks next June 8 will travel around the world, describing over NBC networks the spectacle of a total eclipse of the sun. Hicks, Brown and Adams will leave soon for the 15-minute broadcast next June and will not return to the United States until July. The NBC representatives will take with them more than four tons of broadcasting equipment and will set up an actual radio station on the island for the eclipse broadcast—the only broadcast in radio history to originate from a desert isle.

G-M Changes Program

GENERAL MOTORS Corp., Detroit, on April 4 will move its Sunday evening *General Motors Concert* series from NBC-Red, 10-11 p. m., to NBC-Blue, 8-9 p. m., and at the same time will change the program's title to *General Motors Promenade Concert* and its content to a lighter type of music than that played during the winter months, music from operettas, comic operas and similar fields. Erno Rapee, conductor, and guest artist will continue to be featured. The program is placed by Campbell-Ewald Co., of New York.

Chain Name

DONALD FOSTER, sound effects man at WLW, Cincinnati, and Mrs. Foster have named their new son Don Lee Foster, "because", says Don, "he's Mutual". WLW is the Cincinnati outlet of the Mutual Broadcasting System, with which the Don Lee Network became affiliated last December.

WJAS Covers Crash

WHEN a TWA airliner with ten passengers and a crew of three crashed in the hills 12 miles from Pittsburgh, WJAS sent Beckley Smith, news editor, to the scene, followed by a technical crew headed by Walter McCoy. After phone loops had been set up, Smith interviewed eyewitnesses to the tragedy. The State Highway Patrol used WJAS facilities to warn the curious to stay away from the scene.

FTC Stipulations

STIPULATIONS by advertisers to cease advertising practices construed as unfair have been announced by the Federal Trade Commission as follows: B. C. Remedy Co., Durham, N. C., claims that its product will banish headaches and pains or relieve pain within a definite time; Konjola Inc., East Port Chester, Conn., claims that the product is a competent treatment for certain ailments unless limited to palliative relief, that it is a new discovery, that it is nature's remedy for stomach distress; Northam Warren Sales Co. Inc., New York, that its Cutex lipstick is "nourishing"; Humphrey's Homeopathic Co. New York, claims its "77" will get rid of a cold. Kolynos Co., New Haven, has been charged with unfair competition in claiming its toothpaste erases or removes stain and tartar; that it will whiten teeth several shades in a few days, and that it cleans teeth down to the white enamel without injury, and other claims.

Dr. Ellis Discs

DR. ELLIS SALES Corp., Pittsburgh (Wave Set), is sponsoring *Timely Tunes*, a five-minute WBS transcribed series, three times weekly on WOR, Newark, and twice weekly on WCAU, Philadelphia, and WMAQ, Chicago. The series of 26 programs is placed through Walker & Downing, Pittsburgh.

LISTED among contributors to the recent Democratic campaign fund, in the national committee report filed with the Clerk of the House last month, is Dr. John R. Brinkley, deposed former Kansas medico-broadcaster now operating over the Mexican border station XERA. He gave $1,900, the report showed.

New Fund of $250,000 Is Sought to Promote Radio Education Work

PLANS for the raising of funds which may amount to approximately $250,000 for additional radio education projects have been entrusted to a committee of six representing broadcasters and educators, it was learned March 29. The committee was appointed March 14 by the FCC Broadcast Division from the membership of the Federal Radio Education Committee, formed more than a year ago, and will discuss the projects with the General Educational Board and with the Rockefeller and Carnegie Foundations.

The committee includes the following: Frederic A. Willis, assistant to the president of CBS; James W. Baldwin, NAB managing director, and John F. Royal, NBC program vice-president, broadcast members, and Dr. Levering Tyson, executive secretary of the National Advisory Council on Radio in Education, Dr. Hadley Cantril of Yale, and Dr. W. W. Charters of Ohio State University, educational members.

The committee will discuss with the various endowment groups plans for the educational radio project, designed to improve the use of radio for educational and instructional purposes. The projects were worked out largely under the supervision of Dr. John W. Studebaker, U. S. Commissioner of Education and chairman of the Federal Radio Education Committee formed under the supervision of the FCC for a solution of this problem.

DONALD FLAMM, head of WMCA, was honorary chairman of the benefit entertainment of the Jewish Consumptive Relief Society held March 14 at the Hotel Astor in New York. WMCA broadcast the last two hours of the entertainment (11 p. m. to 1 a. m.) which featured Eddie Cantor, Rudy Vallée, Lanny Ross, Frank Parker and other radio, stage and screen celebrities, with Nick Kenny, radio editor of the *New York Daily Mirror*, as master of ceremonies.

FOOD SALES UP!

Ninety-seven per cent of Louisville's grocers are back in business. Ninety per cent report sales ranging from normal to 300% above 1936 . . . Every Louisville industry, with a few isolated exceptions, is operating at pre-flood normal . . . All large retailers are enjoying a boom trade which will last well into the summer . . . This is one of the best markets in America today . . . To get complete and dominant coverage in this territory use . . .

WHAS

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

★

Owned and operated by
The Louisville Times Company,
publishers of
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

NBC FINDS 82.6% SPONSORS REPEAT

GOING back now and analyzing the records they compiled last year, NBC statisticians have discovered that:

Of the 144 advertisers who spent $33,613,633 with NBC in 1936 (political business excluded from these figures), 119 (82.6%) had used NBC in previous years, and these repeaters were responsible for $32,761,045 (97.5%) of the network's total advertising revenue.

Of the 100 leading advertisers using either NBC or CBS during 1936, 72 were included in NBC's roster, and $31,532,725 (59.5% of the $52,971,493 these advertisers spent on both NBC and CBS) went to NBC.

Of the automotive and allied industries advertising placed on all national networks during 1936, totaling $9,524,779, NBC's share was $5,466,381 (57.4%), amounting to 15.8% of NBC's total revenue for the year.

Of all network sponsored mail received at NBC during 1936, a total of 5,560,671 responses, 68% was directed to daytime programs.

Safe Deposit Audition

Mc-CANN - ERICKSON Inc., New York, has prepared a program for the Safe Deposit Association, national organization of banks and other safety vault concerns, and last week gave a test presentation to a group of approximately 40 bank representatives from the Greater New York area and New England. Program is titled *You May Be Next* and consists of a dramatic presentation of the folly of keeping important papers and other valuables at home and the wisdom of storing them in safe deposit vaults. Austin McCormack, commissioner of corrections for New York City, acted as narrator on the test program, which was recorded, and will probably do the entire series, if the idea is accepted. Further presentations are planned for state and national banking conventions.

Operators' Bill Signed

PRESIDENT ROOSEVELT on March 29 signed the bill (HR-3898), amending the Communications Act insofar as use of licensed operators is concerned. The measure, which already has passed both Senate and House, exempts experimental laboratories, such as that at Harvard University, from maintaining licensed operators in high-frequency experimentations within the discretion of the FCC.

CBS Map-Game Survey

ALL CBS stations are offering map games during the March 28-April 3 period in which announcements are keyed to distinguish daytime daytime and evening audience response. Results will be used as the basis for an annual listener survey.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

COMMUNITY WORKERS — Are these three executives of WQAM, Miami, whose policy is to have its men actively engage in civic enterprises. Left to right are Norman MacKay, commercial and program director, president of the Advertising Club of Greater Miami; Fred W. Borton, owner, governor of the Civitan Clubs of Florida, president of the Dade County Children's Home Society, director of the Salvation Army, the Civic Music Association and the Chamber of Commerce; Fred W. Mizer, station manager, director of the Kiwanis Club.

Weed Sees Canada Boom And Signs Six Stations

WEED & Co., New York and Chicago, has been appointed American sales representative for six Canadian stations, bringing the Weed Canadian list to a total of 10. The six newly signed are: CKY, Winnipeg; CKX, Brandon, Man.; CKCK, Regina, Sask.; CFAC, Calgary, Alta; CJCA, Edmunton, Alta; CJOC, Lethridge, Alta. The last three comprise the Foothills Network. All six stations are managed in Canada by the Alberta firm of Taylor, Pearson & Carson.

Joseph J. Weed, president of Weed & Co., forsees a large increase of the use of Canadian stations by American advertisers during the coming year, caused by the big industrial upswing Canada is now enjoying. Higher wheat prices, bumper crops, and the tapping of the Dominion's vast mineral resources, neglected until the airplane and improved mining machinery made it possible to mine efficiently in the far North, are cited by Weed as the main reasons for the spurt in Canadian trade.

John E. Lowry, general manager of the Manitoba Telephone Co., owner of CKY, Winnipeg, and CKX, Brandon, is making his headquarters at the offices of Weed & Co. during a visit to observe American radio and telephone conditions.

Complete
UNITED PRESS NEWS
8 REGULAR NEWS
SPOTS Each Day
WTOC
1260 K.C. CBS Network
Serving the Rich Coastal Empire
PAUL H. RAYMER CO.
New York - Chicago

Calls for the Major

A TOTAL of 2,562,837 telephone calls was received by the *Major Bowes' Amateur Hour* during its two years network broadcasting, according to telephone company statisticians. The total covers 103 broadcasts, from March 24, 1935, to September 13, 1936 for Chase & Sanborn's coffee on NBC, and since Sept. 17, 1936 for Chrysler Motors on CBS, an average of 24,882 calls per broadcast. Largest number of votes cast for any one amateur by any one city totaled 45,273 votes for Joe Patane, singer from Tampa, by his fellow citizens. Most surprising result was a response of more than 35,000 calls on last New Year's Eve, which everyone connected with the program had expected to seriously curtail the number of calls.

Tiny Ruffner Shifts

EDMUND B. (Tiny) RUFFNER, production director of Benton & Bowles Inc. and well known as an announcer on the *Maxwell House Showboat* and other programs, has resigned to go to Hollywood, reputedly to take charge of production of West Coast programs for Ruthrauff & Ryan Inc. At press time, however, executives at Ruthrauff & Ryan were still declining to confirm this report.

Bus Lines Audition

DIXIE TRAILWAYS and Sunshine Bus Lines, Dallas (bus transportation) is broadcasting the auditions of young actors for parts in *Cavalcade of the Americas*, dramatic spectacle to be presented at the Greater Texas and Pan American Exposition in Dallas this summer, for a half-hour each Saturday afternoon on WFAA, Dallas. From the routine tryouts, held daily, 15 aspiring performers are chosen for a final audition on Saturday, and it is then that the casting for Cavalcade is actually done. The sponsors have placed application blanks in all of their bus stations for the benefit of applicants living outside of Dallas. The broadcast series began March 20, will run for 13 weeks and was placed direct.

ATLANTA ...
is the leading market in the Southern States.
•
WATL
Atlanta's Friendly station gives complete and economical radio coverage for the city and its suburbs.
•
Ask the local Merchant

At the TOP 550 in San Antonio

FIRST
In Local Programs
PROGRAMS FOR TEXAS SPONSORS INAUGURATED DURING THE FIRST PART OF MARCH, 1937

Kallison's present—THE TRADING POST
Borden Company—YOUR CHILDREN
Bohnet's Bakery—ARM OF THE LAW
San Antonio Brewing Association—LAFF PARADE
Shaw Jewelry Company—TRUE TO LIFE
Service Finance Company—IT HAPPENED TO ME
Crustene Program—MELODY MAIDS*
Hertzberg Jewelry Company—HEADLINES BEHIND THE NEWS

*KTSA *and other Texas stations*

KTSA
SAN ANTONIO, TEXAS
HEARST RADIO
NATIONAL REPRESENTATIVES
NEW YORK CHICAGO SAN FRANCISCO
DALLAS LOS ANGELES

Fendrich Placing

H. FENDRICH Inc., Evansville, Ind. (Charles Denby cigars), is placing *The Golden Dragon*, series of 13 Oriental dramas, recorded by WBS, on 12 stations, through McJunkin Adv. Co., Chicago.

Du Pont Paint Discs

E. I. Du PONT de NEMOURS & Co., Wilmington, Del. (paint), will start a spot campaign early in April, using a WBS transcribed program *Paint Parade* twice weekly on about 15 stations, placed by BBDO, New York.

Late Personal Notes

ALDEN BYERS, formerly Paris and Vienna correspondent for *Musical America*, has been added to the San Francisco NBC press department, succeeding Noel Corbett, transferred to the network's Hollywood publicity bureau, working under Harold Bock.

MORGAN MURPHY, executive of WEBC and other Minnesota stations and newspapers, plans to sail April 1 with Mrs. Murphy for a one month tour of Europe.

CARL WEIDENHAMMER, studio director at New Haven for WICC, Bridgeport, Conn., will be guest of honor at a farewell dinner April 3 on the occasion of his departure to join the announcing staff of WOR, Newark.

FLORENCE FICK, for the last year with Neff-Rogow Inc., New York radio advertising agency, has joined the radio production department of Blackett-Sample-Hummert Inc., New York office.

ROBERT BUCKLEY, for the last year a member of the New York staff of William G. Rambeau Co., has been made office manager, succeeding Earle Bachman, who has joined the New York sales staff of Furgason & Aston Inc.

DON SHAW, radio director of McCann-Erickson Inc., left New York on March 26 for the West Coast where he will visit the agency's offices in San Francisco and Los Angeles and also look in on rehearsals of the National Biscuit Co.'s *Twin Stars* program which on March 28 moved from NBC to CBS.

KIDO, Boise, Ida., has appointed Sears & Ayer to represent it in both New York and Chicago. Before the recent merger of the Sears Co., Chicago, and Hibbard Ayer, New York, into a single representative organization with offices in both cities, the Sears Co. represented KIDO in Chicago only.

GEORGE VANDEL, formerly with KFWB, Hollywood, in the continuity department, and more recently with WHN, New York, and WMCA, New York, in continuity and production, has joined the radio production staff of Batten, Barton, Durstine & Osborn Inc., in New York, where he will work on both production and continuity. At KFWB he wrote the *Grand Hotel* scripts.

WBRY, Waterbury, Conn., has named Joseph Hershey McGillvra exclusive sales representative. The station operates with 1,000 watts power on the 1530 kc. channel and is affiliated with both the Colonial Network and MBS.

ARTHUR HARRE, senior salesman at WAAF, Chicago, for the past four years has been appointed the new commercial manager there. Harre succeeds Norman Boggs who resigned to join the WGN sales staff.

W. F. BRYANT, formerly with the Chicago office of McCann-Erickson Inc., has joined the station relations department of WBS in Chicago.

MARY GARVIN, for the last four years assistant to Paul Rickenbacker, CBS Hollywood executive, resigned in March to become office manager of Robert S. Taplinger Inc., radio publicists, in that city.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance
Forms close 25th and 10th of month preceding issues.

Help Wanted

Local CBS station with top rating in midwestern community of 150,000 wants aggressive radio advertising salesman with proven ability for selling transcribed programs etc. to local merchants. Good level-headed producing salesman will make good living with pleasant working conditions. Car a necessity. Don't want spot announcement plugger. Selected salesman will get list of best accounts in community. References required, confidential of course. We prefer a man doing good now but wishing a change for good reasons. Write completely Box 644, BROADCASTING.

Wonderful Opportunity! Wanted a Sales Manager to qualify in a cosmopolitan city of 150,000 population. Chain station. 1Kw. Must have initiative—character—ability—directing and handling men. If you can *qualify*—you can name your own salary. Box 652 BROADCASTING.

Opening in Sales Department at WCBS, Springfield, Illinois. City population of 90,000, opportunities unlimited. Twenty-five per cent commission.

Advertising salesman. Must give evidence ability to get results. State full particulars first letter. Local station, population 15,000; college town. Southeastern state. Address Box TAW, BROADCASTING.

For Sale

WESTERN ELECTRIC 1 KW
D Spec. TRANSMITTER
Late type crystal conversion. Nearly complete set spare tubes, spare motor-generators. Just taken out of service, and in excellent condition, ready to set up. Will sell at real sacrifice for cash. Write for details. Box 654, BROADCASTING.

Small station. Good location. Box 658, BROADCASTING.

Wanted to Buy

One 185 to 200-foot vertical radiator. Address Box TAW, BROADCASTING.

Used modern 250 or 500 watt transmitter with A. C. Rectifier Power Supply. Must be capable of later conversion for use with either power mentioned. Give full description and lowest cash price. R. T. Holman, Limited, Summerside, P.E.I., Canada.

Outright or controlling interest in part or full-time local or regional station. Box 659, BROADCASTING.

Situations Wanted

Former network announcer and New York program director desires affiliation, in any capacity, with progressive station. Experienced sales, production, publicity departments. Now empolyed. Go anywhere. Box 653, BROADCASTING.

Newspaperman, radio singer, college graduate desires radio connection. Go anywhere. References. Box 628 BROADCASTING.

Broadcast and Commercial Licensed Operator now employed 5 Kw station in New York City desires position elsewhere. References. Box 655 BROADCASTING.

Experienced organist and pianist desires change. Present position staff musician three years. Twenty years' professional experience. Familiar with Hammond Electric Organs. Salary important. Box 651, BROADCASTING.

Ten years executive experience with radio stations and advertising agency. Knows merchandising as well as selling. Personal acquaintance with many national advertisers. Do you need a man of this type? Box 656 BROADCASTING.

Transcription and recording engineer, control room operator. Have some experience as announcer and program director. Now employed in two positions. Desire change. Box 657 BROADCASTING.

Broadcast operator, engineer, with radio telephone first, and radio telegraph second class tickets. Experienced in broadcast operation, construction, maintenance, and engineering. At present employed as radio service department head. Harold Vavra, Delco Radio Corp., Kokomo, Ind.

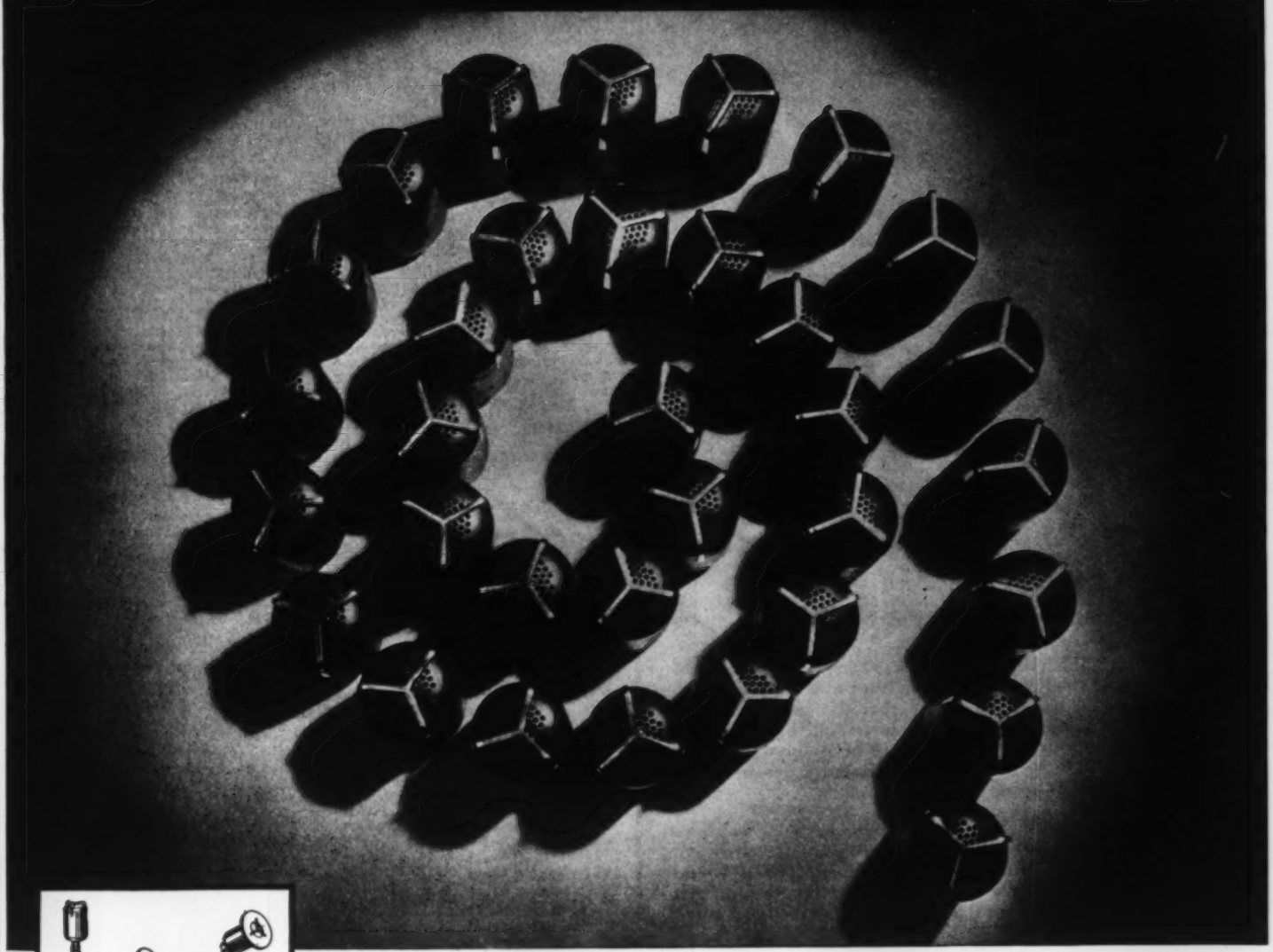
For Rent—Equipment

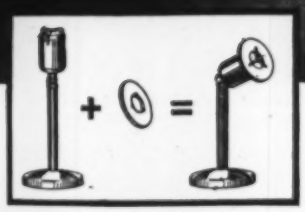
For Rent
Approved Equipment

RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

Allied Research Laboratories
260 East 161st Street
New York City

33 "Salt-Shaker" Mikes for WOR
How many for you?





Non-directional mike . . . plus acoustic baffle . . . equals directional mike.

Floor, desk or hang-up mountings.

LOW PRICED—*you can afford a* BUNCH!

The engineers at WOR tried out the new "Salt-Shaker"—ordered 25—increased the number to 33. That's what *they* think of Western Electric's newest mike!

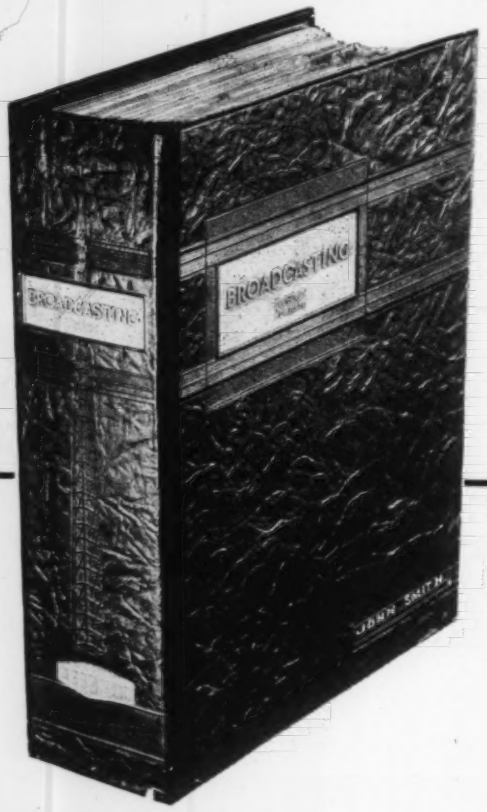
Like the "8-Ball," this new mike is both directional and non-directional—simply putting on or taking off the acoustic baffle does the trick.

The "Salt-Shaker" is small—rugged—ideal for studio and remote pick-ups—gives you regular Western Electric quality at a *new low price*. Order one from Graybar—test it—then tell us how many!

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT



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A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $2.50 Postpaid

(Your name in gold 25c extra)

BROADCASTING
Broadcast Advertising

870 National Press Bldg. Washington, D. C.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

WINKELMAN SHOE Co., New York (women's shoes), on April 2 starts *American Women's Serenade*, featuring Norman Brokenshire, on 3 MBS stations (WOR, WAAB, WFIL), Fri., 6:45-7 p. m., with 3 more stations (WGN, WLW, KOIL) to be added April 16. Agency: Jay Lewis Associates, N. Y.

F. W. FITCH Co., Des Moines (shampoo), on March 13 starts *Fitch Romances*, on 5 NBC-Red stations (WEAF, WCAE, WTAM, WWJ, WMAQ), Sat., 11:45-12 noon. Agency: L. W. Ramsey Co., Davenport.

STRASSKA LABORATORIES Inc., Los Angeles (toothpaste), on March 16 starts for 8 weeks *Charlie Hamp* in songs and talks on 6 California Radio System stations (KEHE, KMJ, KERN, KYA, KWG, KFBK), Tues., Thurs., 9:15-9:30 a. m. (PST). Agency: Glasser Adv. Agency, Los Angeles.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 5 starts *The News Parade*, with Edwin C. Hill as reporter and commentator, on 76 CBS stations, Mon. thru Fri., 12:15-12:30 p. m.; on May 3 adds a rebroadcast on 11 western CBS stations, 2:30-2:45 p. m. Agency: Lord & Thomas, N. Y.

LAMONT, CORLISS & Co., New York (Pond's cosmetics), on April 21 starts *Mrs. Franklin D. Roosevelt* in a series of talks on current events, White House happenings and similar topics, on 29 NBC-Blue stations, Wed., 7:15-7:30 p. m. Agency: J. Walter Thompson Co., N. Y.

SHERWIN-WILLIAMS Co., Cleveland (paints), starts participating in *Woman's Magazine of the Air* on 10 NBC-Pacific Red stations, Thurs., 3:45-4 p. m. (PST.). Agency: T. J. Maloney Inc., N. Y.

DAVID A. SMART, Chicago (*Coronet*), on April 2 starts *Coronet on the Air* on 27 NBC-Blue stations (with KWK to be added April 16), Fri., 9:30-10 p. m. Agency: BBDO, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes) on March 3 started *Vic & Sade* on 19 NBC-Blue stations (with more to be added as available), Wed. 10-10:15 p. m., and on March 10 started a different series of sketches with same characters on 2 NBC-Red stations (WEAF, WMAQ), Wed., 7:45-8 p. m. Agency Compton Adv. Inc., N. Y.

NATIONAL OIL PRODUCTS Co. Inc., Harrison, N. J. (Admiracion shampoo and hair tonic), on April 18 starts *Fun in Swingtime* on 11 MBS stations (WOR, WGN, CKLW, WAAB, WBAL, WCAE, WGAR, KHJ, KFRC, KDB, KGB), with KWK to be added April 25, Sun., 6:30-7 p. m. Agency: Charles Dallas Reach Adv., Newark.

DR. D. JAYNE & SONS Inc., Philadelphia (vitamin wine), on April 1 started for 13 weeks *The Horsesense Philosopher* on 6 California Radio System stations (KEHE, KMJ, KERN, KYA, KWG, KFBK), Tues., Thurs., 10:30-10:45 a. m. (PST). Agency: Carter-Thomson Co., Philadelphia.

SINCLAIR REFINING Co. Inc., New York (H-C gasoline and oil), on April 14 starts *Babe Ruth* on 61 CBS stations, Wed. and Fri., 10:30-10:45 p. m., for 13 weeks. Agency: Federal Adv. Agency Inc., N. Y.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

MANHATTAN SOAP Co. Inc., New York (Sweetheart soap), on April 10 starts *Looking at the World* with Thomas Conrad Sawyer, on 2 NBC stations (KPO-KFI), Fri., 10:30-10:45 a. m. (PST). First two programs of the 13 weeks series will be heard at 11:30-11:45 a. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

COLONIAL POULTRY FARMS, Pleasant Hills, Mo., (chick hatcheries), on March 8 started for 2 weeks only, participation in *Rise & Shine* on 10 Don Lee stations, Mon., Wed., Friday., 8-8:05 a. m. (PST). Placed direct.

INTERNATIONAL SHOE Co., St. Louis, (Peters shoes), on April 6 starts for 52 weeks *Dr. Peter Puzzle Wit*, on NBC-Pacific Blue, Tues., 8:30-9 p. m. (PST) Agency: Long Adv. Service, San Francisco.

SOUTHERN CALIFORNIA EDISON Co., Los Angeles (utility), on March 19 only, annual stockholders meeting, on 5 Mutual-Don Lee network stations (KHJ, KDB, KFXM, KPMC, KVOE), Fri., 12 noon-1 p. m. (PST). Agency: Mayers Co. Inc., Los Angeles.

CHICAGO ENGINEERING Works Inc., Chicago (Air Conditioning and Refrigerating Institute, school), on March 30 started *Kay St. Germaine and the Dixie Demons* on 6 MBS stations (WOR, WGN, WLW, CKLW, WGAR, WCAE), Tues., 7:45-8 p. m. Agency: Critchfield & Co., Chicago.

Renewal Accounts

S. C. JOHNSON & SON Inc., Racine, Wis. (Johnson's wax), on April 12 renews *Fibber McGee & Molly* on 48 NBC-Red stations, moving from Mon., 8-8:30 p. m., to 9-9:30 p. m. Agency: Needham, Louis & Brorby Inc., Chicago.

NATIONAL BISCUIT Co., New York (Uneeda biscuits), on March 28 moves *Twin Stars* from 60 NBC-Blue stations, Fri., 9:30-10 p. m., to 65 CBS stations, Sun., 8-8:30 p. m. Agency: McCann-Erickson Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Lysol) renews *Dr. Defoe* on 29 CBS stations, Mon., Wed., Fri., 11:45 a. m.-12 noon. Agency: Lennen & Mitchell Inc., New York.

LEHN & FINK Co., New York (Pebeco tooth paste), on April 5 renews *The Gumps* on 22 CBS stations, Mon. thru Fri., 12-12:15 noon. Agency: Lennen & Mitchell Inc., N. Y..

PONTIAC MOTOR Co., Detroit (autos), on April 12 renews *News Through a Woman's Eyes* on 58 CBS stations, Mon., Wed., Fri., 2-2:15 p. m. (repeat 5:30 p. m.) Agency: MacManus, John & Adams Inc., Detroit.

LEVER BROS. Co., Cambridge, Mass. (Rinso and Lifebuoy), on March 23 renewed *Al Jolson Show* on 51 CBS stations, Tues., 8:30-9 p. m. (repeat at 11:30 p. m.) Agency Ruthrauff & Ryan Inc., N. Y.

McKESSON & ROBBINS, Inc., Bridgeport, Conn. (Calox tooth powder), on April 8 renews *Meadows Beauty Forum* on 7 MBS stations (WOR, WGAR, WAAB, CKLW, WGN, KOIL, WHB), Thurs., 9:45-10 a. m. (rebroadcast 10:30 a. m.). Agency: Brown & Tarcher Inc., N. Y.

RALSTON-PURINA Co. Inc., St. Louis (cereal & seeds), on April 4 renews for 13 weeks, *Rykrisp Presents Marion Talley* on 35 NBC-Red stations, Sun. 2-2:30 p. m. (PST) Agency: Gardner Adv. Co., St. Louis.

BENEFICIAL MANAGEMENT Corp., Newark (financial), on April 4 renews *Your Unseen Friend*, dramatizations of human problems, on 25 CBS stations, Sun. 5-5:30 p. m. Agency: Albert Frank-Guenther Law Inc., N. Y.

AMERICAN CAN CO., New York (Keg lined cans), on April 27 renews *Ben Bernie and All the Lads* on 58 NBC-Blue stations, Tues., 9-9:30 p. M. EDST. Agency: Fuller, Smith & Ross Inc., N. Y.

REMINGTON-RAND Inc., Buffalo, (typewriters), on March 29 renewed *Five Star Final* for 52 weeks on 10 Inter-City stations (the full network plus WORK, York, Pa), Mon. thru Fri., 8-8:15 p. m. and Sun., 9-9:30 p. m., rebroadcast for WATR and WPRO, Mon. thru Fri., 6:30-6:45 p. m., Sun., 7-7:30 p. m. Agency: Leeford Adv. Agency Inc., New York.

CONTINENTAL BAKING Co., New York (Wonder Bread), on April 12 renews *Pretty Kitty Kelly* for 52 weeks on 39 CBS stations, Mon. thru Fri., 6:45-7 p. m. Agency: Benton & Bowles Inc., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on March 30 renewed *Jack Oakie's College* on 81 CBS stations, Tues., 9:30-10:30 p. m. Agency: Wm. Esty & Co. Inc., N. Y.

FORD DEALERS OF AMERICA, Detroit (autos), on April 6 renews *Watch the Fun Go By* on 90 CBS stations, Tues., 9-9:30 p. m. (repeat at 12 midnight). Agency: N. W. Ayer & Son Inc., N. Y.

REMINGTON RAND Inc., Buffalo (business machines), on March 29 renewed *Five Star Final* on 8 Inter-City Network stations, Mon., Tues., Wed., Thurs. and Fri., 8-8:15 p. m., Sun., 9-9:30 p. m. Agency: Leeford Adv. Agency, N. Y.

GENERAL ELECTRIC Co., Schenectady (electrical appliances), on April 26 renews *Hour of Charm* on 51 NBC-Red stations, Mon., 9:30-10 p. m. Agency: Maxon Inc., N. Y.

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour), on April 27 renews for 36 weeks *Good Morning Tonight* on 5 NBC-Pacific Red network stations (KPO, KFI, KGW, KOMO, KHQ) Tues., 8:30-9, thru Sept. 21 and Tues., 9:30-10 p. m. (PST) for remainder of series. Agency: Erwin Wasey & Co., Seattle.

ARMIN VARADY Inc., New York (cosmetics), on April 11 renews *Ted Weems' Orchestra* on 10 MBS stations, Sun., 12:30-1 p. m. (beginning April 25 it will be broadcast 1:30-2 p. m., EDST, except on WOR, which will take it 12:30-1 p. m. via transcription). Agency: Baggaley-Horton & Hoyt Inc., Chicago.

FIRST LADY AGAIN — Eleanor Roosevelt, who returns to the air April 2 on an NBC-Blue network for Lamont, Corliss & Co., New York (Pond's cosmetics), will discuss current events, White House happenings and similar topics.

Network Changes

THE *Marjorie Mills Hour*, cooperative program operated by Broadcast Advertising Inc., Boston agency, on April 1 shifts from a New England CBS network to six Yankee Network stations (WNAC, WEAN, WTAG, WICC, WTIC, WCSH), due, according to the agency, to difficulty in guaranteeing time to participators in the food program.

GENERAL ELECTRIC Co., Schenectady (electrical appliances), on April 26 moves *Hour of Charm* from Mon., 4-4:30 p. m. to Mon., 9:30-10 p. m. on 70 NBC-Red stations. Agency: Maxon Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Camay toilet soap), on March 19 added KWK, on March 22 WBZ-WBZA, and on May 3 adds WSPD, to NBC-Blue stations for *Pepper Young's Family*.

ARMIN VARADY Inc., Chicago (Varady of Vienna cosmetics), on March 25 moved *Ted Weems* on 9 MBS stations from Sun., 12:30-1 p. m., to 1:30-2 p. m.

NATIONAL ICE ADVERTISING Inc., Chicago (ice and ice refrigerators), on April 4 moves *Gladys Swarthout* on NBC-Red, Wed., 10:30-11 p. m., to Sun., 10-10:30 p. m.

FORD DEALERS OF AMERICA, Detroit (autos), on April 10 moves *Universal Rhythm* with Rex Chandler's orchestra, from NBC-Blue, Fri., 9-9:30 p. m., to 60 NBC-Red stations, Sat., 7-7:30 p. m. (repeat at 11 p. m.). Agency: N. W. Ayer & Son Inc., N. Y.

HOUSEHOLD FINANCE Corp., Chicago (personal loans), on April 6 starts *It Can Be Done*, starring *Edgar A. Guest* on 21 NBC-Blue stations, Tues., 8:30-9 p. m., replacing *Welcome Valley*. Agency: BBDO, Chicago.

GENERAL FOODS Corp., New York (Minute Tapioca), on April 4 adds 4 California McClatchey stations (KFBK, KMJ, KERN, KWG) to NBC-Pacific Blue for *Stoopnagle & Budd*. Agency: Young & Rubicam Inc., N. Y.

LAMONT, CORLISS & Co., New York (Pond's beauty preparations), on April 6 moves *Husbands & Wives* on 28 NBC-Blue stations from Tues., 9:30-10 p. m. to Tues., 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

AFFILIATED PRODUCTS Inc., Chicago (Anacin and Old English Floor Wax), on March 29 began *Our Gal Sunday*, a dramatic serial, on 31 CBS stations, Mon. thru Fri., 12:45-1 p. m., replacing *Rich Man's Darling*. Agency: Blackett - Sample - Hummert Inc., Chicago.

Real Estate Contest

TO CHECK the audience on *Strathmore Serenades*, broadcast for a half-hour Sunday mornings on WOR, Newark, to advertise a new realty development, the building firm of Levitt & Sons is conducting a five-week letter writing contest, offering prizes of $250, $100 and $50 for the best three letters of 300 words or less telling "What I Would Like in My Home." Campaign is handled by Johnstone Co., New York.

LAWYERS' Legislative League of America, Chicago organization sponsoring and presenting on WLS, Chicago, a series of dramatized episodes from Lincoln's legal career, is launching a series of roundtable discussions of current civic problems by prominent lawyers and judges on WAAF, Chicago. New series, which is broadcast Sunday afternoons, was arranged by Irving S. Roth, president of the League.

THEY SAY IT!!

Los Angeles Examiner
February 21, 1937
by: Ray de O'Fan

Those who follow closely the doings of the dial have noticed with surprise and satisfaction the bid KEHE is making for the big time. With little fanfare, this station has advanced from the lower bracket to a commanding position, not too commanding as yet, true, but up and coming.

Los Angeles Herald & Express
March 1, 1937
by: Gene Inge

The rapid strides of KEHE to major network prestige have best been exemplified by increasing audience records established since the station was named key broadcaster for the California Radio System, established December 9, last.

Brilliant, up-to-the-minute programs, presented by new artists added to the staff roster since KEHE's expansion started several months ago have already won a place for the outfit in Southern California radio circles.

A well balanced schedule, second to none in the district, offers a consistently satisfying routine daily that compares favorably with the high standard required by major network stations.

AND ADVERTISERS ADMIT THAT

KEHE

Los Angeles, California

DELIVERS MORE LISTENERS PER DOLLAR

A MEMBER OF THE CALIFORNIA RADIO SYSTEM
NATIONAL REPRESENTATIVE
HEARST RADIO
New York - Chicago - San Francisco
Los Angeles - Dallas

IN THE CENTER OF YOUR DIAL

500 WATTS **WGBI** 880 KC.

SCRANTON, PA.

The only station serving Northeastern Pennsylvania, the 3rd largest market in the state and the 17th in the United States.

You Must Use WGBI for Complete Coverage in Pennsylvania.

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — All America Cables

Mackay Radio

Daylight Time Switches

(*Continued from Page 13*)

from its present 6:45-7 p. m. (EST) spot, Mon. thru Fri., to 1:15-1:30 p. m. (EDST) with a rebroadcast at 4:15-4:30 p. m. (EDST).

NBC: Procter & Gamble Co. (Crisco) moves *Woman's Magazine of the Air*, Pac. Red., Mon. thru Fri., 3:30-3:45 p. m. (PST) to 2:30-2:45 p. m. (PST); General Electric Co. (home appliances) moves *Hour of Charm*, Red, Mon., from 4-4:30 p. m. (EST) to 9:30-10 p. m. (EDST); Bowey's Inc. (Dari Rich chocolate milk) moves *Adventures of Dari Dan*, Red, Mon., Wed., Fri., from 5-5:15 p. m. (EST) to 5:15-5:30 p. m. (EDST); J. W. Marrow Mfg. Co. (Mar-O-Oil shampoo) moves *Henry Busse & His Orchestra*, Red, Wed., from 4-4:15 p. m. (EST) to 4:15-4:30 p. m. (EDST). NBC also reports that a number of rebroadcast changes are now in the process of being set.

MBS: H. Fendrich Inc. (La Fendrich cigars) moves *Smoke Dreams*, Sun., from 1:30-2 p. m. (EST) to 3:30-4 p. m. (EDST); Wander Co. (Ovaltine) moves *Molly of the Movies*, Mon. thru Fri., from 3-3:15 p. m. (EST) to 2:45-3 p. m. (EDST); Armin Varady Inc. (cosmetics) moves *Ted Weems' Orchestra*, Sun., from 12:30-1 p. m. (EST) to 1:30-2 p. m., (EDST), except on WOR, which broadcasts the program by transcription 12:30-1 p. m. (EDST).

A number of other program shifts have been or will soon be made by NBC sponsors, presumably with an eye to being favorably located when daylight savings time goes into effect (all times EST unless otherwise noted); Studebaker Sales Corp. (automobiles) on March 8 moved *Studebaker Champions* from NBC-Red, Mon., 9-9:30 p. m., to NBS-Blue, Mon., 10-10:30 p. m.; Jergens-Woodbury Sales Corp. on March 14 moved *Rippling Rhythm Revue* (Woodbury Soap) on NBC-Blue, Sun., from 9:15-9:45 p. m. to 9-9:30 p. m., and *Walter Winchell* (Jergens Lotion) on NBC-Blue, Sun., from 9-9:15 p. m. to 9:30-9:45 p. m.; Brown & Williamson Tobacco Corp. (Raleigh and Kool cigarettes) on March 19 moved *Jack Pearl*, NBC-Blue, from Mon., 9:30-10 p. m. to Fri., 10-10:30 p. m.; Procter & Gamble Co. (Ivory Flakes) on March 29 moved *Capt. Tim Healy*, NBC-Blue, Mon. thru Fri., from 9:45-10 a. m. to 10-10:15 a. m.; General Motors Corp. (automobiles) on April 4 will move *G. M. Concerts* from NBC-Red, Sun., 10-11 p. m. to NBC-Blue, Sun., 8-9 p. m.; National Ice Adv. Inc. on April 4 will move *Gladys Swarthout*, NBC-Red, from Wed., 10:30-11 p. m. to Sun., 10-10:30 p. m.; Lamont, Corliss & Co. (Pond's cream) on April 6 will move *Husbands & Wives*, NBC-Blue, Tues., from 9:30-10 p. m. to 8-8:30 p. m.; Ford Dealers of America (automobiles) on April 10 will move *Universal Rhythm* from NBC-Blue, Fri., 9-9:30 p. m. to NBC-Red, Sat., 7-7:30 p. m.; S. C. Johnson & Son Inc. (floor wax) on April 12 will move *Fibber McGee & Mollie*, NBC-Red, Mon., from 8-8:30 p. m. to 9-9:30 p. m.

NORMAN BROKENSHIRE, veteran master of ceremonies who recently returned to the radio business as radio director of Jay Lewis Associates, New York, and to the air as m. c. on the *American Woman's Serenade*, has taken on a third assignment as pilot of the *Afternoon Varieties* on MBS, Monday through Friday.

Series on 100 Stations For Bireley's Orangeade

BIRELEY'S Inc., Hollywood (orangeade), on March 29 started a 13-week test campaign on a group of stations nationally, using five days weekly, a quarter-hour transcription serial titled *Detective Dalt & Zumba*, recorded by Radio Recordings Inc., that city.

It is expected more than 100 stations will be used during the campaign, being added as distributors request. Serial is directed to listeners ranging from 8 to 16 years of age. An invitation to become members of the Detective Dalt Club is made and in return for one orangeade bottle cap, sender receives a membership card and dectective badge, with other paraphernalia. Agency is Philip J. Meany Adv. Co., Los Angeles, with Culbreth Sudler servicing account.

Admiracion Expands

ADMIRACION LABORATORIES Inc., subsidiary of National Oil Products Co., Harrison, N. J. (Admiracion shampoo and hair tonic), will start its first national campaign on the air on April 18, when it launches *Fun in Swingtime* on a nationwide MBS network. Tim and Irene, Bunny Berigan and his orchestra, and Del Sharbutt will be the featured performers in the Sunday evening half-hour broadcasts. Announcing that its advertising budget for 1937 is as large as for the last three years combined, Admiracion Laboratories will also make its first use of newspapers on a national scale this year and has extended its magazine space. A combination shampoo and hair tonic package at a special price will be featured in all media. Charles Dallas Reach Co., Newark, is the agency.

Lucky Strike Adds

AMERICAN TOBACCO Co., New York, already sponsoring two evening broadcasts weekly in the interest of Lucky Strike cigarettes, on April 5 is adding a daytime series, *Your News Parade*, with Edwin C. Hill as commentator, which will be broadcast Mondays through Fridays on a nationwide CBS hookup that, when the rebroadcast is added on May 3, will reach as far as Hawaii. The same week the *Hit Parade* NBC Wednesday night program will be extended from a half-hour to 45 minutes, a change made possible by the moving of the Ice Industries program from Wednesday to Sunday. The CBS Saturday night *Hit Parade* was recently made a 45-minute program. Lucky Strike advertising is handled by Lord & Thomas, New York.

THE Federal Communications Bar Association will hold a spring dinner at the Raleigh Hotel in Washington on May 10. There will be no speeches and the entire evening will be devoted to entertainment. Ben S. Fisher, Washington attorney, is chairman of the entertainment committee.

KOMO — 5000 Watts L.S. — NBC Red

SEATTLE WASHINGTON

KJR — 5000 Watts — NBC Blue

National Representatives — Edward Petry & Company

They Listen, They Learn and They Buy

Power of Radio to Command Attention and Its Ability To Compel Recall and Recognition Shown in Tests

By FRANK R. ELLIOTT, Ph. D.
Indiana University

THREE separate studies conducted by Dr. Elliott probed deeply into the innards of advertising psychology. Attention value of various media were studied in one test, with 25,000 subjects unwittingly exposing themselves to laboratory technique. In another, 179 subjects showed their memory for three types of advertising. The third test was a highly-controlled laboratory series with college and non-college groups participating, conducted under the auspices of Columbia University.

EVERY advertising man knows the importance of attention-getting. Without that, all effort is lost. Any experience or experimentation which shows, therefore, whether one medium tends to stop people in larger numbers than another is pertinent to present day advertising policy. This is particularly true at the sales counter, where customers are won or lost, depending to a large extent upon whether or not they can be stopped at the point of sale.

This problem has been given a recent test with 25,443 persons from all walks of life attending the Indiana State Fair at Indianapolis. A display of fresh fruits was presented among the exhibits of Indiana University, with a view to emphasizing the importance of fresh fruit in the human diet. How could people best be stopped for this exhibit was the question; especially since many other demands were being made on the visitors' attention.

Four different attention situations were tried and the public response to them measured. One was without any kind of accompanying advertising of the exhibit. Another was with a poster display over the exhibit, done by an Indianapolis advertising man with colors and display effects chosen with the collaboration of no less than three advertising experts. A third method was by radio, through the use of an electrical transcription record and a small public address system. The fourth method was by poster and radio simultaneously presented in a manner regarded fairly comparable to television.

The Power of Radio

THE TALKING points for each medium of advertising were the same. Each medium was used the same number of hours, with hours systematically rotated over each day of the seven-day State Fair period. Trained observers checked the attention response of all visitors coming within range of the display. If a visitor stopped and looked, he was counted as attending; if he passed by the exhibit, he was counted as not attending. Aritificial lighting of the poster display was maintained to make sure that the accompanying visual advertising could be seen clearly as far as it could be heard clearly. Volume setting of the radio receiver was maintained at a point which afforded clear reception.

Results are shown in this table:

	No. of People	*No. Giving Attention*	*% Giving Attention*
No. Advertising	6,567	1,308	19.9%
Poster Adv.	5,701	1,449	25.4%
Radio Adv.	6,596	2,116	32.1%
Television Adv.. (Poster & Radio)	6,579	2,197	33.4%

These results give a clear indication of the decided increase of attention getting when any kind of advertising was added to the display, and especially when radio or television advertising was added. Where poster advertising stopped 5.5% more than no advertising, radio stopped 12.2% more and television did slightly better by stopping 13.5% more. In other words, radio advertising more than doubled the extra attention value created by poster advertising, 12.2% vs. 5.5%, and television advertising did slightly better than that, 13.5% vs. 5.5%. Such results provide food for thought in these days when there is such extreme competition for the attention of the buyer.

How They Remember

EFFECTIVE advertising must make people remember. It must impress trade names upon their minds in such a way that they will call for advertised brands at the merchandise counter. It must stamp trade names upon the prospective customer's mind so strongly that he will pick the advertised brand from the other brands when the clerk offers a variety from which to choose. The question of how well people remember radio advertising as compared with poster or television advertising, therefore, is one worthy of study.

In connection with the tests of attention value 179 people chosen at random, who had stopped at the display, were tested for recall and recognition of various points brought out. While the number was not large, the results which were treated statistically to show

the chances in 100 of the differences shown, were reliable differences. Such technique has been found valuable in showing what would happen if further testing were carried out with extremely large numbers such as the author tested for attention, namely, 25,443, in the present series of experiments.

The results show that the radio memory score was 57.5% higher for all persons taking the test, 81.4% higher for women, and 26.8% higher for men than was the poster memory score. Radio even outscored television in two out of three comparisons, those for all subjects 13.8% and those for women 30.1%. It was found also that the differences in favor of radio were mainly of high statistical reliability; that is, there usually were shown 100 chances in 100 that a real difference in favor of radio would prevail if the sampling were continued among additional numbers of people of the same mixed type as those attending the Indiana State Fair at Indianapolis.

One of the interesting findings is the advantage which women show for radio over poster or television as compared with the advantage shown by men for radio. In one comparison, the advantage was 81.4% for women against 26.9% for men. Again, an advantage of 30.1% was shown for women in comparison with a 20.5% advantage for men.

Surveys have shown that women listen a great deal more to radio than do men. This may account for

the women making relatively higher scores by radio than men were able to accomplish. In view of the extremely heavy buying which women do for the home, the relatively greater ear-mindedness of women seems a significant point for advertisers of commodities for the home.

Memory for Trade Names

RECENT laboratory testing by the author in collaboration with the departments of psychology and business of Columbia University and CBS in New York have verified the author's previous field studies showing a memory advantage for simple materials presented to the ear over similar materials presented to the eye.

The test groups consisted of 143 persons, 67 of whom were not in college and 76 of whom were in attendance at Columbia. The test materials consisted of 36 short, fictitious advertisements with fictitious trade names. The method of presentation was by screen, by radio, and by screen and radio combined in a manner comparable to television. Highly controlled psychological procedures were followed in conducting the experiments and in treating the results for statistical significance. The test was for recall and recognition of the trade names.

Memory for trade names presented by radio was superior to memory for trade names presented by screen in 19 out of 20 test situations, and the differences were found statistically reliable in 14 of these 19 situations. The percentage of advantage of radio over screen ranged from 1.3% to as much as 37%. The one reversal showing advantage for screen advertising was by 5.9% and the difference was found highly unreliable and probably due to faulty experimental procedure noted at that point in the testing. Television advertising always surpassed radio but by relatively small margins and by differences which were reliable in only eight out of the 20 comparisons.

Group comparisons show that the college group always excelled the non-college group in memory, though both groups favored the three modes in the following order of excellence: First, television; second, radio; third, screen. The non-college group showed a far greater advantage than the college group in memory for radio advertised trade names compared with memory for screen advertised trade names.

Sex comparisons indicated that women remembered far better by

radio compared with screen than men. The differences in favor of radio were large and reliable for women, small and unreliable statistically for men. This finding seems significant for radio advertisers in view of the large buying for the home which is done by women.

A fourth comparison was made between memory for descriptive trade names such as "Restwell Mattress" and non-descriptive trade names such as "Poland Lamps", since there were an equal number of each type of names. The one described the product and the other did not. Which type was remembered best by the three media of advertising?

In the first place, descriptive trade names were recalled by all modes 5.7 times as often as non-descriptive trade names were recalled, thus indicating the superior ease with which descriptive trade names may be fixed in the public mind. The greatest advantage found for descriptive over nondescriptive trade names was that for radio advertising, where the advantage was 10.07 to 1 for descriptive names. The more descriptive the trade name was, the easier it was to remember by radio. Nondescriptive trade names were correspondingly difficult to remember by radio, which indicates the advisability of making radio "copy" simple, easy and not highly academic or involved.

The fact that noncollege people and women have been found to listen far more to radio than college people and men harmonizes with the results here showing greatest radio memory advantage for non-college people and women. Those who have listened most to radio apparently remember best by radio.

To Honor DeForest

THE native city of Dr. Lee DeForest, often called the "father of radio", will do honor to him early this summer when Council Bluffs, Iowa, erects a plaque at the site of the noted inventor's birthplace in that city. The Chamber of Commerce of that city has named John M. Henry, resident there and general manager of the Central States Broadcasting System (KOIL-KFAB-KFOR), head of the committee arranging the ceremony. Time of erection of the plaque will depend on Dr. DeForest's ability to attend, but he says he believes he can come from his home in Los Angeles in the early summer. All organizations connected with radio and its development will be invited to participate, Mr. Henry says.

SENDOFF BY KWK—For the St. Louis Browns, as they departed recently for their training camp in San Antonio. Left to right: Announcer John O'Hara, Al Vosmik, Sports Announcer Ray Schmidt, Bill DeWitt, Mrs. DeWitt, President Bob Convey of KWK and Anita Barnes, daughter of club owner. Announcer Schmidt with Chief Engineer Jimmy Burke left shortly after this picture was taken for Daytona Beach, Fla., to broadcast for 10 days direct from the St. Louis Cardinals' training camp. Then they go to San Antonio for a similar series.

Sponsors Signing for Baseball

(*Continued from page 15*)

Westco Adv. Agency, San Francisco, handling General Mills and its subsidiary, Sperry Flour Co., on the West Coast.

General Mills has also been lining up Southern stations, it is understood. Among them is WNOX, Knoxville, which will carry play-by-play accounts of games away from home with Lowell Blanchard announcing. WNOX has exclusive rights to games played by the Knoxville club.

Announcing School

Some 50 odd announcers who will broadcast ball games for General Mills this summer will convene in Chicago on April 11-12 where the flour firm will outline general policies concerning the broadcasting of the games. Midwestern announcers who will attend follow: Pat Flanagan, WBBM, Chicago, both home and away games of the Cubs and White Sox; Norman Perry, Jr., WIRE, Indianapolis, both home and away games of the Indianapolis Indians; Allan Hale, WISN, Milwaukee, both home and away games of the Milwaukee Brewers; Red Barber, WSAI, Cincinnati, both home and away games of the Reds; Ty Tyson, Michigan Network (WWJ, WELL, WIBM, WKZO, WFDF, WOOD-WASH, WBCM, WJIM) both home and away games of the Detroit Tigers; Jack Graney, WHK, Cleveland, both home and away games of the Cleveland Indians; Byrum Saam, WCCO and WMIN, Minneapolis, home and away games of the Millers; George Higgins, WTCN, St. Paul, home and away games of the Saints; Walter Lochman, KXBY, Kansas City, both home and away games of the Blues; John O'Hara, KWK, St. Louis, home games only of the Cardinals and Browns.

Announcers will also come to Chicago from WJW, Akron, where the home and away games of the Akron Yankees of the Middle Atlantic League will be broadcast; from a station in Columbus, O., where the home and away games of the Red Birds will be broadcast; from WCPO, Cincinnati, where both the home and away games of the Cincinnati Reds will be broadcast (the WCPO broadcast is in addition to the WSAI, Cincinnati, broadcast); and from WHAS, Louisville, where the home and away games of the Louisville Colonels of the American Association will be broadcast.

Kellogg Campaign

Kellogg Co., Battle Creek, Mich. (Kellogg's Corn Flakes), will sponsor baseball broadcasts during the summer on WJJD, Chicago; KMOX, St. Louis; WSGN, Birmingham; KABC, San Antonio; KXYZ, Houston, and WBNY, Buffalo.

In Chicago and St. Louis, where there are both National and American League teams whose schedules are so arranged that one or the other plays at home every day of the season, all of the Kellogg broadcasts will be play-by-play accounts broadcast directly from the ball parks. In the other cities the home games will be broadcast from the parks and the out of town games broadcast in the same manner from the studios, the announcer reconstructing the play from wire reports from the city in which the team is playing that day.

In Buffalo there will be no broadcasts of the games played on Sundays or holidays. An elaborate merchandising campaign will accompany the baseball broadcasts in Chicago, which will include extensive newspaper and billboard space and a Kellogg Baseball School for Chicago youngsters directed by Lou Fonseca, former player and White Sox manager [BROADCASTING, Feb. 15]. Merchandising plans for other cities are not yet complete. N. W. Ayer & Son Inc., Philadelphia, has the account.

American Tobacco Co., New York (Pall Mall cigarettes), will sponsor a daily sports summary by Ford Bond, well known sports announcer, on WEAF, New York, Mon. through Sat., 6:35-6:45 p. m., during the baseball season. Compton Adv. Inc., New York, is the agency.

Gulf Spray Selects

GULF REFINING Co., Pittsburgh (Gulf Spray, insecticide), will conduct a spot radio campaign throughout the South this spring, starting on the stations of the Texas Quality Network late in April and adding about 20 more stations in May. Programs will be quarter-hour shows, broadcast on a varying schedule from two to six times weekly, with live talent used in most cities. Jack Latham, in charge of spot radio for Young & Rubicam Inc., New York, agency handling the campaign, has already made one trip through the South lining up stations and is currently on a second Southern excursion to finish up the job. The stations so far set to carry Gulf Spray advertising this summer are: Texas Quality Network (WFAA, WBAP, KPRC, WOAI), WHAS, WSM, WREC, WBRC, WRVA, WBT, WGST, WJAX, WFLA, WWL, KGNC, KWKH, KRGV.

HOWARD CLANEY, NBC announcer, is winning recognition as an artist as well as through his announcing. An oil painting of his, a summer scene in the Luxembourg Gardens in Paris, is now on display in one of the shop windows of Rockefeller Center.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

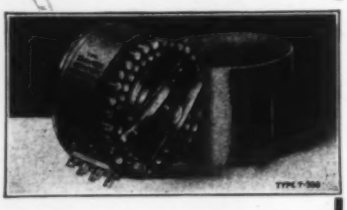
first compact 30 STEP ATTENTUATOR ever offered at a low cost . . .

IT is perfect as a mixer and a master gain control for low-level mixing. The new Attenuator has zero insertion loss, constant impedance both in and out at all settings and at all frequencies within the desired range, and the lowest attainable noise level.

- 30 Steps of Attenuation.
- Laminated positive wiping type switch.
- Low noise level. Below—130 Db.
- Shielded from electrical disturbances.
- Rugged—light weight.
- Size only 2 3/4" diameter by 2 1/16" in depth.
- Zero insertion loss.
- Frequency error: None over the range of 30 to 17,000 Cps.
- Resistors, unifilar wound. Price $17.50 each.

DAVEN EQUIPMENT USED BY—

NBC	WJZ	WPEN
CBS	WHN	WFAA
WMAQ	WCKY	WIND
WRC	WJR	WHAS
WENR	WBBM	WHAM
KOA	KDKA	WBZ
WGY	KYW	WOV
WEAF	WNEW	WINS
WOR	WMCA	WBRY
WLW	WIP	WFIL



THE FOLLOWING IMPEDANCES STOCKED FOR IMMEDIATE SHIPMENT:

30/30	200/200	500/200
50/50	250/250	600/600
125/125	500/500	30/50
		50/200

Special Impedances and Attenuation Upon Request

Manufacturers of:

Single & Dual Potentiometers; Special Rotary Switches; Filament Rheostats; Mixer Panels; Variable & Fixed Attenuators; Faders; Volume Indicators; Output Meters; Line Equalizers; Attenuation boxes; Multipliers; Super Davohms; Laboratory Equipment; Speech Input Control Apparatus; Decade Resistances; Resistances Davohms.

Write for Bulletin 534

THE DAVEN COMPANY
158-160 SUMMIT STREET ★ NEWARK, N. J.

STELLI
Cutting Needles for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

Which reminds us to remind you that summer lists NOW in the making can be tapped most effectively by a consistent advertising campaign in BROADCASTING.

The *coverage* and *reader acceptance* of BROADCASTING is proved by the *results* it has produced for broadcasters conveying their sales and coverage messages to the advertising executives who comprise our chief readership.

Your promotional job will be most effective if you concentrate your efforts in *the* journal that is read and respected by practically every agency and advertising executive who influences the buying of time.

NATIONAL PRESS BUILDING
WASHINGTON, D. C.

BROADCASTING
Broadcast Advertising

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MARCH 13 TO MARCH 30, INCLUSIVE

Decisions . . .

MARCH 16

APPLICATIONS GRANTED:

KPQ, Wenatchee, Wash.—CP trans. site, vert. radiator.

KPLT, Paris, Tex.—Change equip., increase D 100 to 250 w.

KOY, Phoenix, Ariz. — License for CP as mod. 1390 kc 500 w 1 kw D unl.

KTSM, El Paso—License for CP 1310 kc 100 w 250 w D Sh.-WDAH, auth. to carry WDAH schedule.

WGAL, Lancaster—License for CP 1500 kc 100 w 250 w D unl.

KUSD, Vermillion, S. D.—License for CP 890 kc 500 w Sh.-KFNF and WILL.

WEEI, Boston—License for CP 590 kc 1 kw 5 kw D unl. directional.

WISN, Milwaukee—Mod. CP new equip.

KTKC, Visalia, Cal. — Mod. CP trans. site, change equip.

KOIL, Omaha—Mod. CP change equip.

KTFI, Twin Falls, Id. — Conditionally, ext. exp. auth. 1 kw N.

KRNR, Roseburg, Ore.—Vol. assign. license to News-Review Co.

WNBR, Memphis — Auth. transfer control from Memphis Commercial Appeal Inc. to Memphis Commercial Appeal Co.

WMC, Memphis—Same.

W9XAZ, Milwaukee—Renewal high freq. 600 w.

W6XKG, Los Angeles — Renewal high freq. 1 kw.

W8XWJ, Detroit—90-day extension high freq. license.

SET FOR HEARING — NEW, Press-Union Pub. Co., Atlantic City, amended CP 1200 kc 100 w 250 w D; NEW, George W. Taylor Co. Inc., Williamson, W. Va., CP amended to 1370 kc 100 w D; NEW, R. W. Page Corp., Phenix City, Ala., CP amended to 1240 kc 250 w unl.; W3XAU, Philadelphia, mod. license to add 1529 kc; WRAX, Philadelphia, mod. license to 1 kw directional; WPEN, Philadelphia, same; NEW, WRBC, Cleveland, CP 880 kc 1 kw unl. directional N; WTBO, Cumberland, Md., transfer control from Roger W. Clipp & Frank V. Becker to Delaware Channel Corp.

SPECIAL AUTHORIZATIONS—WFIL, Philadelphia, granted ext. spec. auth. 560 kc 1 kw N for April; WNAD, Norman, Okla., temp. auth. spec. hours.

APPLICATIONS RETIRED TO CLOSED FILES—KEX, Portland, Ore., temp. auth. Simul.-KOB March 12 only; WGCM, Mississippi, CP change freq., hours, power due to grant to WJBO of the facilities; KFPI, Spokane; KREC, Seattle; KSLM, Salem, Ore.

APPLICATIONS DISMISSED — NEW, Radio & Television Research Co., Los Angeles, CP 1570 kc 1 kw unl.; KYOS, Merced, Cal., mod. license 1260 kc 250 w unl.; KDB, Santa Barbara, Cal., CP 1220 kc 500 w unl.; NEW, James R. Doss Jr., Mobile, CP 1500 kc 100 w D; KGNF, North Platte, Neb., mod. license 1430 kc 1 kw SH; NEW, Springfield Newspapers Inc., Springfield, O., CP 1120 kc 250 w D.

ORAL ARGUMENT GRANTED—KWBG, Hutchinson, Kan., 4-29-37.

ACTION ON EXAMINER'S REPORT—NEW, North Jersey Brdcstg. Co. Inc., Paterson, N. J., denied CP 620 kc 250 w D, sustaining Examiner Bramhall.

MISCELLANEOUS — WLB, WTCN, WCAL, denied hearing before Division on WTCN applic. mod. license to full time 1250 kc and applic. WCAL and WKB to share on 760 kc 5 kw D, which are scheduled for hearing before an examiner; NEW, Power City Brdcstg. Corp., Niagara Falls, denied reconsid. denial of CP 630 kc 250 w D, and grant of same; WBBZ, Ponca City, Okla., ext. 30 days Rule 132, on applic. new equip., vert. radiator, increase D to 250 w; WHBB, Selma, Ala., denied pet. asking order take depositions re applic. mod. license increase D to ltd.; WJAR, Providence, granted petition intervene hearing Geralding Alberghane CP Pawtucket 720 kc 1 kw D, set for hearing 3-26-37; NEW, Washtenaw Brdcstrs. Inc., Ann Arbor, Mich., granted petition intervene applic. Ann Arbor Brdcstg. Co. Inc. CP 1550 kc 1 kw unl.; WFIL, Philadelphia, granted petition intervene applic. Phila Radio Brdcstg. Co. new station 1570 kc 1 kw unl.; Louisville Brdcstg. Co., hearing set for 5-14-37 applic. CP 1210 kc 100 w unl. to be consolidated applic. Louisville Times Co. for same facilities, and both to be heard 5-14-37; KLX, Oakland, Cal., denied dismissal applic. Chauncey W. Hammond CP 1280 kc 1 kw unl.

EFFECTIVE DATE EXTENDED—KTFI, Twin Falls, Id., extended to 3-23-37.

RATIFICATIONS — NEW, James D. Scannell, Lewiston, Me., CP 1420 kc 100 w unl. dismissed at request of applicant; WQDM, St. Albans, Vt., denied request operate 1370 kc 100 w at location authorized by CP; WJBW, New Orleans, granted request take depositions applic. for renewal; WESG, Elmira, N. Y., granted petition intervene applic. Elmira Star-Gazette for new station; WDOD, Chattanooga, granted petition intervene proceedings F. G. Gleanson, d/b N. Ga. Brdcstg. Co., Rossville, Ga. for new station; WTCN, WDGY, WMIN granted petitions intervene applic. Arthur H. Groghan for CP Minneapolis; granted petition Waterloo Times-Tribune Pub. Co. to receive & consider depositions; West Texas Brdcstg. Co., Wichita Falls, Tex., granted petition amend applic. CP new station in Wichita Falls; Hearst Radio Inc. granted petition intervene applic. WABY for mod. CP; WRR, Dallas, granted postponement oral argument exceptions to Ex. Rep. I-341 on applic. Dallas Brdcstg. Co. for CP at Dallas and continued oral argument to 5-13-37; answer of Interstate Brdcstg. Co. Inc. to appearance of Ann Arbor Brdcstg. Co. Inc. accepted.

NEW, University of Alaska, College, Alaska—Granted CP and license exp. station for ionosphere measurements 200 w.

SET FOR HEARING — NEW, Watertown Brdcstg. Corp., Watertown, N. Y., amended CP 1420 kc w N 250 w D unl.

MARCH 17

WHB, Kansas City — Effective date of order extended to 4-8-37. On 11-17-36 Commission denied applic. CP directional antenna, change 860 to 1120 kc, D to unl., 500 w 1 kw D, originally effective 12-15-36.

MARCH 26

APPLICATIONS GRANTED:

WSGN, Birmingham — License for CP 1310 kc 100 w 250 w D unl. (does not affect other applic.).

WBBZ, Ponca City, Okla.—CP as amended new equip., vert. radiator, increase D to 250 w.

WGCM, Gulfport, Miss.—Auth. transfer control from Sam Gates to P. K. Ewing.

WTFI, Atlanta — Mod. CP trans. cite, vert. radiator, new equip.

WSNJ, Bridgeton, N. J. — Mod. CP trans., studio sites, ver. radiator.

KSJS, Salina, Kan.—Mod. CP change trans., studio sites, new equip., antenna, increase D to 250 w.

WHDL, Olean, N. Y.—Mod. license to WHDL Inc.

WNBF, Binghamton, N. Y.—CP change equip., increase D to 250 w.

KFRO, Longview, Tex.—License for CP and mod.

WRBL, Columbus, Ga.—Mod. CP trans., studio sites, vert. radiator.

WLAK, Lakeland, Fla.—Auth. transfer control E. I. Mack to J. P. Marchant, also renewal license.

KGFX, Pierre, S. D.—Invol. assign. license Dana McNeil to Ida A. McNeil, adm., also renewal.

KTOX, Oklahoma City, Okla.—Granted license for CP as mod., also renewal.

WMFN, Grenada, Miss.—Vol. assign. CP Attala Brdcstg. Corp. to P. K. Ewing.

SET FOR HEARING — NEW, Tallatin Radio Forum, Bozeman, Mont., CP 1420 kc 250 w D; NEW, Leon M. Eisfeld, Burlington, Ia., CP 1310 kc 100 w unl.; NEW, Glen E. Webster, Decatur, Ill., CP 1290 kc 250 w D; NEW, Harold F. Gross, Lansing, Mich., CP 580 kc 500 w 1 kw D unl. directional; NEW, Robert E. Clements, Huntington Park, Cal., CP 1160 kc 250 w D; NEW, John Stewart Bryan, Petersburg, Va., CP 1210 kc 100 w 250 w D unl. spec., asks WMBG facilities; NEW, Gerald A. Travis, LaPorte, Ind., CP 1500 kc 100 w 250 w D unl.; NEW, L. L. Coryell & Son, Lincoln, Neb., CP 1450 kc 250 w 1 kw D unl.; NEW, Citizens Brdcstg. Corp., Schenectady, N. Y., CP 1240 kc 1 kw directional 5 kw D unl.; NEW, Standard Life Ins. Co. of South Jackson, Miss., CP 1420 kc 100 w 250 w D unl.; NEW, B. H. Hopson, Birmingham, CP 1310 kc 100 w 250 w D unl.; NEW, Birmingham News Co., Birmingham, CP 590 kc 1 kw unl.; NEW, Southern Brdcstg. Corp., New Orleans, CP 1200 kc 100 w 250 w D unl.; NEW, Arlington Radio Service Inc., Arlington, Va., CP 1510 kc 250 w unl. (before Division); WGL, Fort Wayne, Ind., CP increase D 100 to 250 w; NEW, Philip Jackson, Brunswick, Ga., CP 1420 kc 100 w D; WMMN, Fairmont, W. Va., CP amended to directional N, increase 500 w 1 kw D to 1 kw 5 kw D; WCLS, Joliet, Ill., mod. license spec. to unl.; WKBH, LaCrosse, Wis., auth. transfer control Joseph C. Callaway to Harry Dahl; WSAN, Allentown, Pa., applic. vol. assign. license to WSAN Inc.; WCBA, Allentown, vol. assign. license to WSAN Inc.; KFYO, Lubbock, Tex., renewal license; KCNC, Amarillo, Tex., renewal license; WWL, New Orleans, CP amended new equip., increase 10 to 50 kw; NEW, Enterprise Co., Beaumont, Tex., CP 1400 kc 500 w unl.

SPECIAL AUTHORIZATIONS—WJEJ, Hagerstown, Md., ext. 50 w spec.; WMBG, Richmond, Va., ext. spec. hours.

DENIED AS IN DEFAULT — KUOA, Siloam Springs, Ark.; NEW, C. P. Sudweeks, Spokane; WDAS, Philadelphia.

APPLICATIONS DISMISSED — NEW, Howard A. Miller, Galesburg, Ill.; NEW, Staunton Brdcstg. Co., Staunton, Va.; KGBX, Springfield, Mo.; KVOO, Tulsa; WBNY, Buffalo; WHK, Cleveland; NEW, Galesburg Ptg. & Pub. Co., Galesburg, Ill.

ACTION ON EXAMINER'S REPORT—NEW, Peryatel Bros. & Richard K. Beauchamp, Raton, N. M., denied with prejudice applic. CP 1210 kc 100 w unl., sustaining Examiner Seward in part.

ORAL ARGUMENT — NEW, Loyal K. King, Pasadena, Cal., 5-13-37.

RATIFICATIONS — WDAS, extension time to file appearance; Citizens Brdcstg. Co. granted pet. intervene applic. Troy Brdcstg. Co.; Hearst Radio Inc. granted pet. intervene applic. Troy Brdcstg. Co.; Congress Square Hotel Co. & Bremer Brdcstg. Corp. denied motion to squash order take depositions, Rule 106.23 waived; KSTP granted pet. intervene applic. WMIN; Smith, Keller & Cole granted pet. postpone oral argument; WCOC granted waiver Rule 104.6(b) in applic. Voice of S. C., Spartanburg, S. C.; WAPO, Chattanooga, denied grant CP without hearing; KROY, Sacramento, granted amendment applic. mod. CP.

ORAL ARGUMENTS CONTINUED—Ex. Rep. I-104; I-324; I-334 to 4-8-37.

RETIRED TO CLOSE FILE—KCRJ, Jerome, Ariz., auth. new trans., antenna, change spec. to D.

MISCELLANEOUS — Asheville Daily News, N. C., rehearing 4-9-37 on applic. new station 1370 kc 100 w unl.; WHK, Cleveland, denied auth. participate argument applic. Clarence C. Dill for CP in Washington 1390 kc 1 kw unl., and accepted answer to appearance in KABR applic.; Paul B. McEvoy, Hobart, Okla., granted pet. withdraw without prej. applic. new station 1420 kc 100 w D; WCHS, Charleston, W. Va., continued for 30 days hearing applic. CP vert. antenna increase 500 w to 1 kw N; WCAZ, Carthage, Ill., granted withdrawal applic. mod. CP increase D to 250 w; NEW, C. Kenneth Miller, Tulsa, denied reconsid. & grant CP 1310 kc 100 w unl.; NEW, W. S. Jacobs Brdcstg. Co., Houston, granted continuance hearing 30 days; North Ga. Brdcstg. Co., Rossville, Ga., granted reopening hearing to receive depositions; WSAU, Wausau, Wis., Rule 104.4 suspended on applic. mod. CP increase to unl., objection Edward Hoffman dismissed; WSAY, Rochester, denied reconsid. and grant without hearing applic. increase D to 250 w unl.; Harold F. Gross, Edward C. Shields, Bay City, Mich., denied motion asking bill of partic. in applic. WBCM mod. license; KOOS, Marshfield, Ore., denied reconsid. & grant without hearing applic. assign. license to KOOS Inc.; KALB, Alexandria, La., denied cancellation oral argument.

PETITION TO INTERVENE GRANTED—WMMN, Fairmont, W. Va. (W. Va. Newspaper Pub. Co., Clarksburg); NEW, Athens Times Inc., Athens, Ga. (J. K. Patrick & Co., Athens); KGB, San Diego, Cal. (Radiotel Corp., San Diego); WPG, Atlantic City (Press-Union Pub. Co., Atlantic City); KOL, Seattle (Northwest Research Foundation Inc., Seattle); WJBK, Detroit (Voice of Detroit Inc.); WJW, Akron, O. (Summit Radio Corp., Akron); WTCN, Minneapolis (George W. Young, St. Paul); WTCN, Minneapolis (Natl. Battery Brdcstg. Co. two stations in St. Paul).

WESTERN ELECTRIC—Annual coordination meeting held recently in New York provided a forum for interchange of latest information on radio problems. Here they are, on the stage of the Bell Laboratories auditorium. Left to right: (Seated) George Donnett, G. E. Brown, G. W. Davis, A. J. Eaves, E. W. Thurston, K. S. Deichman, H. N. Willets, E. L. Nelson, E. A. Hawkins; (standing, second row) W. S. Ponsford, John Way, H. S. Taylor, L. F. Bockoven, J. P. Lynch, C. A. Martin, W. L. Black, W. A. Wayman, L. B. Hathaway, J. W. Wholohan, F. M. Harris, Will Whitmore; (standing, third row) R. A. Miller, T. E. Shea, S. B. Ingram, R. E. Poole, A. S. Wise, F. J. Stahl, J. W. LaMarque, Vernon Young, S. H. Price, F. W. Cunningham, D. K. Martin, J. H. Ganzenhuber, J. P. Maxfield; (standing, fourth row) V. L. Ronci, W. H. Johnson, Cecil Ross, R. G. McCurdy, C. R. Hommowun, O. E. Richardson, F. R. Lack, D. B. McKey, Walter Tierney, W. E. Henges, Roy Coram, D. A. Smith, J. A. Costello.

Examiners' Reports . . .

WLLH, Lawrence, Mass.—Examiner Hill recommended (I-361) that applic. of Hildreth & Rogers Co. be denied, that Com. mission affirm grant of applic. WLLH change 1370 kc 100 w 250 w LS unl. to 1370 kc 10 to 100 w unl. for exp. auth. satellite station synchronous with WLLH at Lowell.

NEW, State Capitol Brdcstg. Assn., Austin, Tex. — Examiner Walker recommended (I-363) that applic. CP 1120 kc 100 w spec. be denied.

NEW, Isadore Goldwasser, Anniston, Ala. — Examiner Walker recommended (I-364) that applic. CP 1420 kc 100 w D be granted.

NEW, Lincoln Memorial University, Middlesboro, Ky. — Examiner Seward recommended (I-365) that applic. CP 1210 kc 100 w 250 w LS be granted.

NEW, H. W. Wilson, Ben Farmer, Wilson, N. C.—Examiner Seward recommended (I-368) that applic. CP 1310 kc 100 w D be granted.

NEW, Peryatel Bros. & Richard Beauchamp, Raton, N. M.—Examiner Seward recommended (I-369) that applic. CP 1210 kc 100 w unl. be denied without prejudice.

NEW, Falls City Brdcstg. Corp., Falls City, Neb.—Examiner Walker recommended (I-370) that applic. CP 1310 kc 100 w unl. be denied.

WBAX, Wilkes-Barre, Pa. — Examiner Bramhall recommended (I-371) that applic. mod. license 1210 kc w spec. to unl. be granted.

WELI, New Haven, NEW, Lawrence K. Miller, Pittsfield, Mass.—Examiner Seward recommended (I-372) that applic. WELI Mod. license 900 kc 500 w D to 930 kc 250 w 500 w LS unl. be granted; that applic. Lawrence K. Miler for CP 930 kc 250 w D be denied.

J. L. Statler, d/b Baker Hospital, Muscatine, Ia.—Examiner Walker recommended (I-373) that applic. auth. transmit programs to stations in Canada and Mexico be denied.

NEW, H. O. Davis, Mobile, Ala.—Examiner Seward recommended (I-374) that applic. CP 610 kc 250 w 500 w LS unl. be denied.

NEW, Harold Thomas, Pittsfield, Mass. —Examiner Seward recommended (I-375) that applic. CP 1310 kc 100 w 250 w LS unl. be denied.

KRLH, Midland, Tex.—Examiner Seward recommended (I-376) that applic. mod. license 1420 kc 100 w D to 1210 kc 100 w D be denied.

WJBR, Gastonia, N. C.; NEW, Virgil V. Evans, Gastonia, N. C.—Examiner Bramhall recommended (I-378) that applic. WJBR for extension of time to construct station be denied; that applic. Virgil V. Evans for CP 1420 kc 100 w unl. be denied.

NEW, J. R. Crutis & R. Lacy, d/b Radio Enterprises, Lufkin, Tex.; NEW, Red Lands Brdcstg. Assn., Ben T. Wilson, pres., Lufkin—Examiner Seward recommended (I-377) that applic. Radio Enterprises CP 1310 kc 100 w D be denied; that applic. Red Lands Brdcstg. Assn. CP 1310 kc 100 w D be granted.

Applications . . .

MARCH 15

NEW, Honolulu Brdcstg. Co. Ltd., Honolulu—CP 1010 kc 250 w unl.

NEW, Fall River Herald News Pub. Co., Fall River, Mass.—CP 1240 kc 1 kw unl. directional, amended to 1210 kc 100 w 250 w D vertical antenna.

NEW, Ohio Brdcstg. Co., E. Liverpool, O.—CP 1350 kc 250 w D, amended to 1270 kc, change antenna.

NEW, Allen T. Simmons, Tallmadge, O. —CP high-freq. 100 w.

WRBL, Columbus, Ga. — Mod. CP new trans., antenna, increase power, move studio, trans. locally, change 1200 to 950 kc, 100 w 250 w D to 250 w 500 w D, amended to 1330 kc.

KTAT, Fort Worth—Mod. CP new trans., vert. antenna, change equip.

NEW, Minnesota Brdcstg. Corp., Minneapolis—CP high-freq. 150 w.

MARCH 16

NEW, Ohio Brdcstg. Co., Steubenville—CP 780 kc 250 w D, amended to 1420 kc 100 w.

NEW, Ohio Brdcstg. Co., Marion — CP 880 kc 250 w D amended to 1200 kc 100 w.

KGFX, Pierre, S. D.—Invol. assign. license from Dana to Ida A. McNeil, amended to Ida A. McNeil, Administratrix of Dana McNeil estate, change trans., studio sites.

KFEQ, St. Joseph, Mo. — CP vert. antenna, move trans.

KFOR, Lincoln, Neb.—CP new trans., directional antenna N, change 1210 to 1450 kc, 100 w 250 w D to 1 kw 5 kw D, move trans.

NEW, Anne Jay Levine, Palm Springs, Cal.—CP 1200 kc 100 w 250 w D unl., amended to 1370 kc, change trans., site and antenna.

Two Weeks Later

TO KEEP its Sunday broadcasts of Ted Weems' music on MBS after daylight savings time comes in, Armin Varady Inc. decided to continue at the same time in standard time cities, moving the program up an hour in Chicago and New York. But this meant losing WOR, Newark, which has an immovable commercial at the later hour. So, on April 11 and each Sunday thereafter the MBS broadcast will be recorded off the wire, to be reproduced on WOR two weeks later. Hence, the WOR audience will hear the April 11th program again on April 25, and the April 18th program again on May 2, and after that will get the programs two weeks later than the rest of the network. Which means that Mr. Weems and his men must be extra careful not to mention Mother's Day or any other holidays or anything else that will not be equally appropriate two weeks later.

MARCH 18

WBRB, Red Bank, N. J. — License for CP change equip.

WFBL, Syracuse—Mod. license 1 kw 5 kw D to 5 kw N & D.

WDEV, Waterbury, Vt. — CP increase 500 w to 1 kw, amended to Charles B. Adams, executor estate Mary M. Whitehill & administrator estate Harry C. Whitehill.

NEW, Ohio Brdcstg. Co., Salem, O.—CP 1420 kc 100 w D, amended to 780 kc 250 w, change equip.

KTOK, Oklahoma City—License for CP as mod. change equip., move trans., studio.

WBHP, Huntsville, Ala. — Mod. CP as mod. new station to change equip.

NEW, A. Annas, K. C. Elliott, C. L. Green, C. D. Newton, d/b Hickory Brdcstg. Co., Hickory, N. C.—CP 1370 kc 100 w D.

NEW, Clark Standiford, L. S. Coburn, A. C. Sidner, Fremont, Neb.—CP 1420 kc 100 w unl., amended to add A. C. Sidner to partnership, change 1420 to 1370 kc.

KLS, Oakland, Cal.—License for CP new antenna, move trans., studio.

NEW, G. Kenneth Miller, Tulsa — CP 1310 kc 100 w unl., amended to 250 w D only.

NEW, Dan B. Shields, Provo, Utah—CP 1200 kc 100 w unl., amended to 1210 kc.

KRKD, Los Angeles—Auth. transfer control from Frank P. Doherty to J. F. Burke Sr. & Loyal K. King.

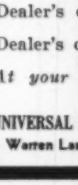
MARCH 20

WFLA-WSUN, Clearwater, Fla.—Mod. license to divide license between two stations spec. hours, WFLA studio at Clearwater, WSUN at St. Petersburg.

KTBS, Shreveport, La. — Mod. license 1450 to 620 kc, 1 kw to 500 w N, 1 kw D.

KTEM, Temple, Tex.—CP change equip., change from 100 w D to 100 w 250 w D unl., amended from Unl. to D.

Single and Double Button
HANDI-MIKES



. . . the handiest microphone ever built. Thousands in daily use for paging, window demonstrations, sports events, amateur 'phones, mobile transmitters, etc. With cord and switch as shown.

Dealer's cost, single button, $5.88 net

Dealer's cost, double button, $8.88 net

At your jobbers. Send for Catalog

UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane Inglewood, Calif., U.S.A.

WROK, Rockford, Ill.—License for CP change equip., new antenna, increase D.

KSOO, Sioux Falls, S. D.—CP change equip., increase 2½ to 5 kw.

KROC, Rochester, Minn. — CP change equip., increase 100 w to 100 w 250 w D.

MARCH 23

WHP, Harrisburg, Pa.—License for CP new antenna, move trans.

WBEO, Marquette, Mich.—Mod. license re hours.

KRIS, Corpus Christi, Tex.—Mod. CP new station for approval antenna, trans. site.

KVOO, Tulsa — CP change Simul D, Sh. N-WAPI to unl., directional N.

WOWO, Fort Wayne, Ind.—Mod. license Simul. D. Sh. N-WWVA to unl.

NEW, Galesburg Brdcstg. Co., Galesburg, Il.—CP 1500 kc 250 w D.

KMO, Tacoma, Wash.—license for CP as mod. increases power, move trans.

KHUB, Watsonville, Cal.—License for CP as mod. new station.

KOY, Phoenix, Ariz.—Mod. license 500 w 1 kw D to 1 kw N & D.

MARCH 25

WAAB, Boston — Mod. license 500 w to 1 kw.

NEW, Bay State Brdcstg. Corp., Boston —CP 720 kc 1 kw ltd., amended to Colonial Network Inc.

WCPO, Cincinnati—License for CP new trans., antenna.

WLAP, Lexington, Ky.—License for CP as mod. change equip., trans., studio sites.

WBLK, Clarksburg, W. Va.—Mod. CP as mod. new trans., change hours D to unl., power 100 w to 100 w 250 w D, amended to 100 w N & D, change equip.

NEW, Capitol Brdcstg. Co. Inc., Raleigh, N. C.—CP 1210 kc 250 w D.

WRDW, Augusta, Ga.—Mod. CP move trans., vert. antenna, to change equip., increase 100 w to 100 w 250 w D.

WSFA, Montgomery, Ala.—Mod. license N 500 w to 1 kw.

NEW, Metropolitan Radio Service Inc., Chicago—CP 1570 kc 1 kw unl.

KVOX, Moorhead, Minn. — Vol. assign. CP Robert K. Herbst to KVOX Brdcstg. Co.

KROY, Sacramento—License for CP as mod. new station.

KXA, Seattle—CP change equip., vert. antenna, increase 250 w 500 w D to 1 kw, move trans., studio.

NEW, Warren B. Worcester, San Diego, Cal.—CP 1400 kc 250 w 1 kw D unl.

MARCH 30

WQDM, St. Albans, Vt.—License for CP as mod. new equip., change freq., power, hours, move studio, trans.

WEBR, Buffalo—License for CP new trans., vert. antenna.

NEW, Hampden-Hampshire Corp., Holyoke, Mass.—CP 1240 kc 1 kw unl. directional.

WFIL, Philadelphia — Auth. transfer control from Lit Bros. Brdcst. System Inc. to Lit Bros. 4,100 shares common stock; auth. transfer control from WFIL Brdcstg. Co. to Strawbridge & Clothier, 3526 shares common stock.

KCMC, Texarkana, Tex.—CP change equip., increase D to 250 w.

WGBF, Evansville, Ind—License for CP change equip., increase power.

WGES, Chicago—CP move trans., studio, amended to vert. antenna.

KGGM, Albuquerque, N. M.—License for CP change equip., increase power, move trans.

KGB, San Diego—CP new trans., vert. antenna, increase 1 kw to 1 kw 5 kw D, move trans., amended to 5 kw N & D.

Cosmetic Placements

SKIN VITA Inc., New York (skin cleanser containing vitamin F), is planning an introductory campaign in New York City, probably using radio although plans are as yet uncertain, to be followed by a national campaign in the future. Blackstone Co., New York, is the agency.

Atlantic Football

ATLANTIC REFINING Co., Philadelphia, which has options on a large number of Eastern stations for Saturday afternoon football time, has contracted for Saturday afternoons on WBAL, Baltimore, during the gridiron season. N. W. Ayer & Son Inc., Philadelphia, is agency.

For Sale

Western Electric Transmitter—Type 6B—1000 watt — complete with tubes and motor generator set — for $2500 f. o. b., Radio Station WCAO, Baltimore, Maryland.

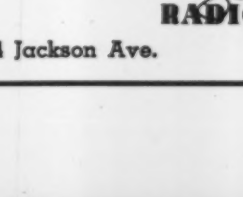
Also, a General Radio Beat Frequency Oscillator, type 413-B — $25 f. o. b. Radio Station WCAO.

Wire or write

WCOA

Baltimore, Maryland

TRUE . . as a Bell



Every Piezo Electric Crystal leaving our laboratory is ground to an accuracy of BETTER than .01% . . . assuring you of *Accurate Frequencies*. Use a Scientific Radio Service Crystal in your transmitter. Remember . . . THE BEST COSTS LESS!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-471 for price list.

Scientific
RADIO SERVICE

124 Jackson Ave. University Park, Hyattsville, Md.

NBC Names McDermott To National Sales Post

G. B. McDERMOTT, NBC local sales manager in Chicago, was appointed national sales representative of NBC managed and operated stations recently. At the same time W. W. (Bud) Smith of the NBC Chicago sales force and former manager of WTAM, Cleveland, was appointed Mr. McDermott's successor.

Mr. McDermott has been with the NBC local sales department for the last five years. He attended Notre Dame University and was graduated from the University of Chicago. His first job after leaving school was as a news reel cameraman with Fox Movietone News. Later he sold industrial moving pictures and, just before joining NBC in 1932, was a salesman for World Broadcasting System.

Before coming to Chicago, Mr. Smith was with WTAM for five years. Previously he had been in the advertising department of Firestone Tire & Rubber Co., Akron.

Another shift in the midwest NBC sales force is the addition of John D. Galbrath, formerly western manager for John B. Woodward, newspaper representative, who has joined the NBC Chicago network sales department. Mr. Galbrath is a native of Chicago and has been a newspaper advertising man ever since his graduation from Armour Institute, Chicago. He was automobile advertising sales manager of the *Chicago Herald & Examiner* for seven years and for six years was Chicago manager of the West Coast morning Hearst papers.

Agencies in Station Break Debate

(*Continued from page 18*)

attention of his audience from chain break to chain break.

"The practice of slipping in extraneous commercial spots, we feel, is unfair to the sponsor and to the public," Ayer held. "We have received numerous complaints substantiating this and believe the time has arrived for broadcasting companies to take cognizance of this situation."

Required by FCC

When the question was raised at that time, it was pointed out that the 20-second station identification is one required by the FCC regulations at half-hour intervals and that neither network nor advertiser has control over it. Stations, therefore, construe it as their own time.

Moreover, the argument has been advanced that even should networks and network advertisers agree upon some basis of outlawing such announcements, it would be virtually impossible to "police" stations on it. With some 200 programs per day averaged on each network over some 100 stations each, the job of checking station breaks obviously would be an enormous one.

A typical agency reaction in favor of spot announcements is that of J. Raymond Miniter, director of radio of Ingalls-Advertising, Boston. He said he felt there is a definite and logical reason for continuing announcements assuming they are kept within a reasonable length and limited to general programs in order to avoid interference with regular program broadcasts. "Properly handled," he said, "there is no reason to believe that they infringe upon or detract from the effectiveness of national network programs."

The Stuhler Letter

Following is the text of the letter sent by Mr. Stuhler on Jan. 17 to the more than 100 stations handling Young & Rubicam network programs in which the entire issue was raised:

We have just completed an exhaustive check of the stations which are inserting sponsored chain-break announcements before or after our clients' network programs.

We found that you were placing announcements of this kind before or after the attached list of network shows sponsored by Young & Rubicam's clients.

We believe that in the long run, this practice is going to be a harmful thing for all concerned because:

1. The advertiser who is buying the chain-break announcement is capitalizing upon the circulation which our clients' programs have created. Our clients have invested important sums of money in building this circulation. The chain-break advertiser has contributed nothing towards building up this audience and contributes nothing towards maintaining it. In view of that, we do not believe it is equitable for him to use our circulation for his advertising.

2. We know beyond any question of doubt that one of the toughest jobs that faces the radio advertiser is establishing his identity as the sponsor of the program which the listener is hearing. A chain-break commercial announcement thrown in directly before or directly after a network show creates a very real possibility of confusion as to who the sponsor of the network show is.

In addition, the insertion of these chain-break commercials means that they are relatively close to either the opening or closing commercials of the network shows which they precede or follow. Thus, the listener is asked to absorb two advertisers' messages on two different products within the space of three or four minutes. Our own extensive studies have proved conclusively that this is almost impossible.

It usually means that the listener gets neither message clearly. And this, in turn, means that both the chainbreak advertiser and the network advertiser suffer, although it is important to bear in mind that the injury to the network advertiser is far greater since his investment is far greater.

3. The time which you are now using to make chain-break announcements was originally established by the old Federal Radio Commission for the purpose of station identification. Radio advertisers have always known that although rate cards, quoted prices on the basis of a full 15-, 30-, or 60-minute period, the stations, or the network, never delivered more than 14 minutes and 40 seconds for a quarter hour, 29 minutes and 40 seconds for a half hour, and 59 minutes and 20 seconds for a full hour.

Advertisers and their agents were willing to accept this as long as the lost time was devoted to the purpose for which it was intended.

However, should this practice of using this time for chain-break announcements persist, it seems only fair and equitable that there should be a complete downward revision of rates, so that the advertiser will pay only for the exact number of minutes and seconds which he gets.

In view of these considerations, it seems self-evident that, in the long run, a continuance of the practice of inserting chain-break announcements between network commercials is going to effect the entire broadcasting structure adversely.

For that reason we are asking you to immediately discontinue inserting any chain-break announcements before or after any of our clients' programs.

We would appreciate a prompt acknowledgement of this letter.

14 Get Durkee Spots

DURKEE FAMOUS FOODS, Elmhurst, N. Y., is running a spot campaign on 14 stations which consists of one-minute announcements once daily either three, five or six times a week. At present, campaign is scheduled to run until sometime in May with closing date varying with different stations. Meanwhile other stations may be added. C. Wendel Muench & Co., Chicago, handles the account. The following stations are now being used: KGNC, KFYO, KOA, WJDX, WWL, KLRA, WOOD, WOAI, WFAM, KMMJ, KGKY, KCMC, KFPW, WHBF.

Institute Goes Net

CHICAGO ENGINEERING WORKS Inc., Chicago (Air Conditioning and Refrigerating Institute, a trade school), which has been using 15-minute spot programs on a number of stations on a test basis, on March 30 launched a network program on a six-station MBS hookup running from Chicago to New York. Programs, which features the hot harmonies of Kay St. Germaine and the *Dixie Demons* is placed through Critchfield & Co., Chicago.

Income of the BBC

TOTAL income of the British Broadcasting Corp. during 1936, derived primarily from the $2.50 annual license fees paid by listeners, amounted to about $14,472,000, of which the three BBC publications accounted for $2,166,000. During the year the BBC spent approximately $605,375 on television development, according to its annual report just released. In 1935 the BBC's total income was $12,115,600, of which $10,006,485 came from the listener tax.

University Sponsor

JOHN BROWN UNIVERSITY, Siloam Springs, Ark, on March 26 started for 13 weeks, John Brown University, educational talks, on 10 Mutual-Don Lee network stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KGDM, KXO, KVOE), Fri., 5:15-5:30 p. m. (PST). Agency is Lisle Sheldon Radio Advertising, Los Angeles.

JESSICA DRAGONETTE, star of the Colgate-Palmolive-Peet Co. *Beauty Box Theatre* programs on CBS, Wed., 9:30-10 p. m., who was recently named the best dressed woman in radio by the Fashion Academy, has offered an award of $500 for the best designs for an "Alice Blue Gown" submitted by listeners. Entries will be accepted until the end of the first week in May and the gown will be worn by Miss Dragonette during a broadcast later in the month, when she will also sing the "Alice Blue Gown" song.

THE MOST POWERFUL STATION

between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue, New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

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From script to production—that extra something that's good radio

NEWS
is your best bet
TRANSRADIO

SIMPLE ARITHMETIC

Ideas + Talent
+ Production
+ Showmanship
+ Power = **RESULTS**

WLW . . . *the Nation's Station*